

LIFE



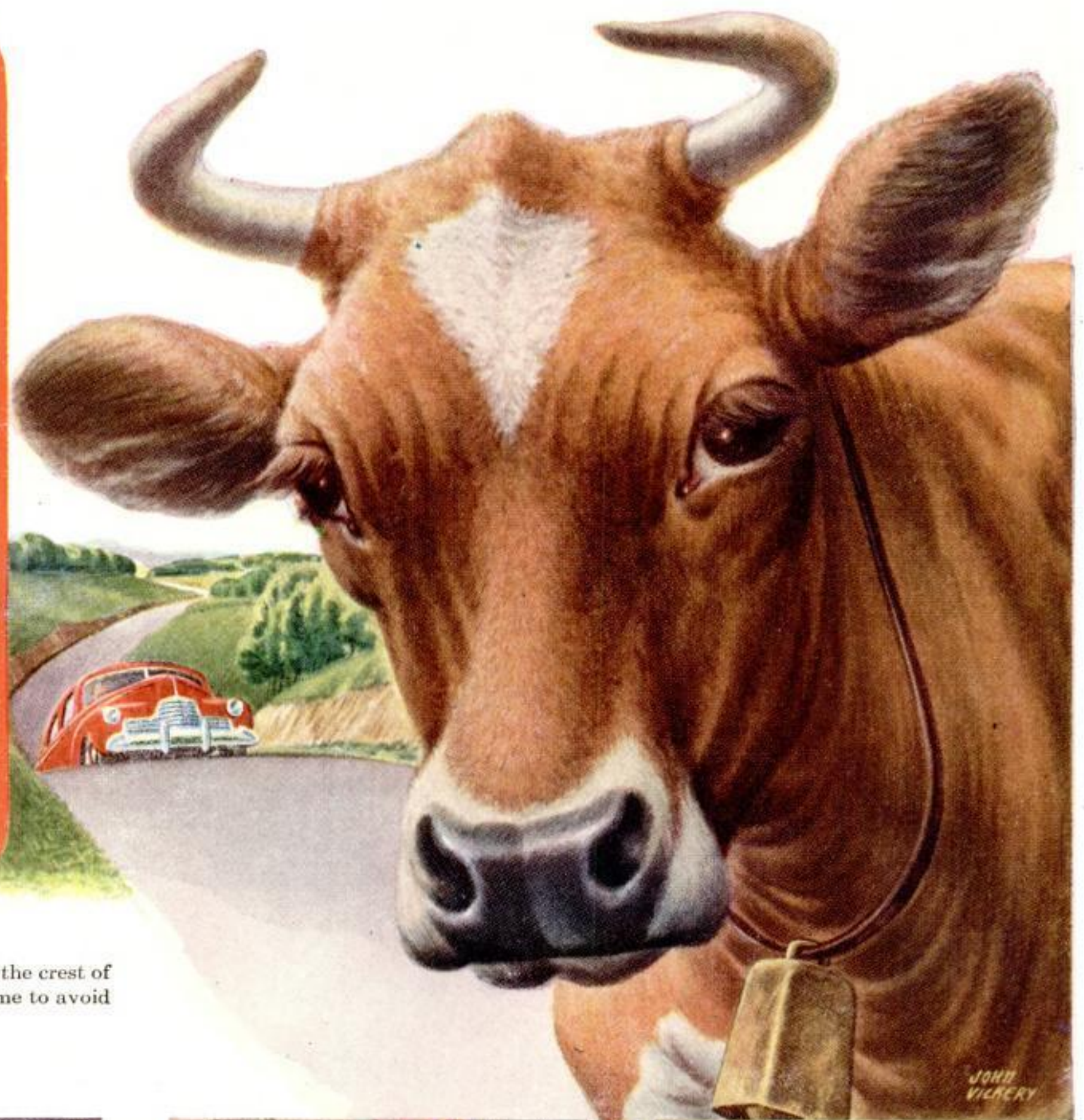
WELDED WATER GADGETS

JULY 15, 1946 **15** CENTS
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Could you pass this driving test?



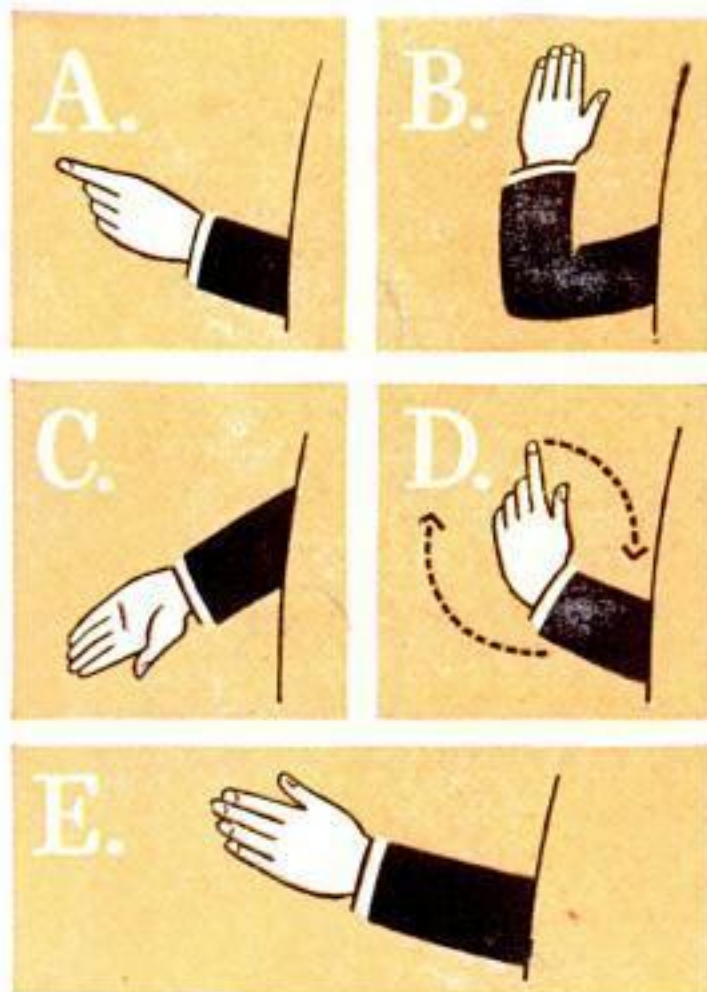
Many states give driving examinations before they grant a driver's license. Well-trained or experienced drivers can readily pass these official tests. But here's a test that will make even you experts think a bit. Four answers right out of six is good—five is excellent—and if you get them all perfect, you're either a wonderful driver or you peeked at the answers below.



1. You are driving fifty miles an hour in the country. You come over the crest of a hill and see this cow about 150 feet ahead. Could you stop in time to avoid a cow-lision? ☐ YES ☐ NO

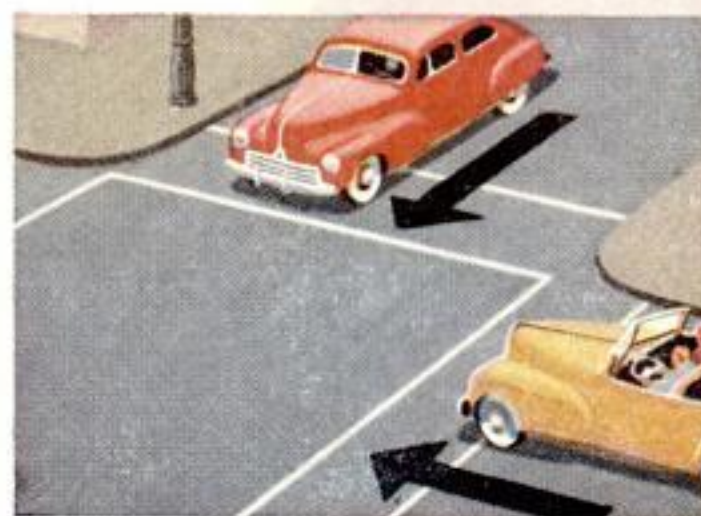
2. If you do much cross-country driving, you will find various types of hand signals used in different localities. What would you expect drivers ahead to do if they made the hand signals shown below?

A _____ B _____ C _____
D _____ E _____



3. A woman and a child start to cross the road ahead of you. You are driving 35 miles per hour and you blow your horn when you are 100 feet away (about half a city block). How many seconds have they to get out of your way if you do not slow down or stop?

1 second 2 seconds
5 seconds 10 seconds



4. Which of these two cars has the right of way?

The sedan The convertible



5. What is the best thing to do when you hear a siren?

- A Stop where you are.
B Keep on going.
C Listen to determine where the sound is coming from and then decide what to do.
D Pull over to the right and stop.



6. At which of these two pumps would you stop to get this service station's highest quality gasoline?

The pump on the left ☐
The pump on the right ☐

ANSWERS:

- No. You would travel about 75 feet before you could get your foot on the brake, and under the average road conditions it would then take at least 148 feet to stop—a total of 223 feet.
- A left turn B right turn C stop or slow
D right turn or "pass me." E can mean anything—stop, slow, right or left turn.
- Barely two seconds.
- The sedan. Unless there is a traffic signal, stop sign or other regulation, the car on your right has right of way... but remember, it's always better to yield the right of way than take a chance.
- (D) is right—emergency vehicles should be given the right of way without question. Generally this means pulling over to the right and stopping—so long as you do not block an intersection.
- The pump on the right—the one with the Ethyl emblem. Millions of experienced drivers look for the Ethyl emblem wherever they drive. They know that high-quality gasoline in a properly tuned engine makes for a more responsive car and therefore a safer car. They make it a point to always ask for Ethyl.

Cooperate with the Police Safety Check

✓ CHECK YOUR DRIVING ✓ CHECK YOUR CAR... CHECK ACCIDENTS!



LOOK FOR THE
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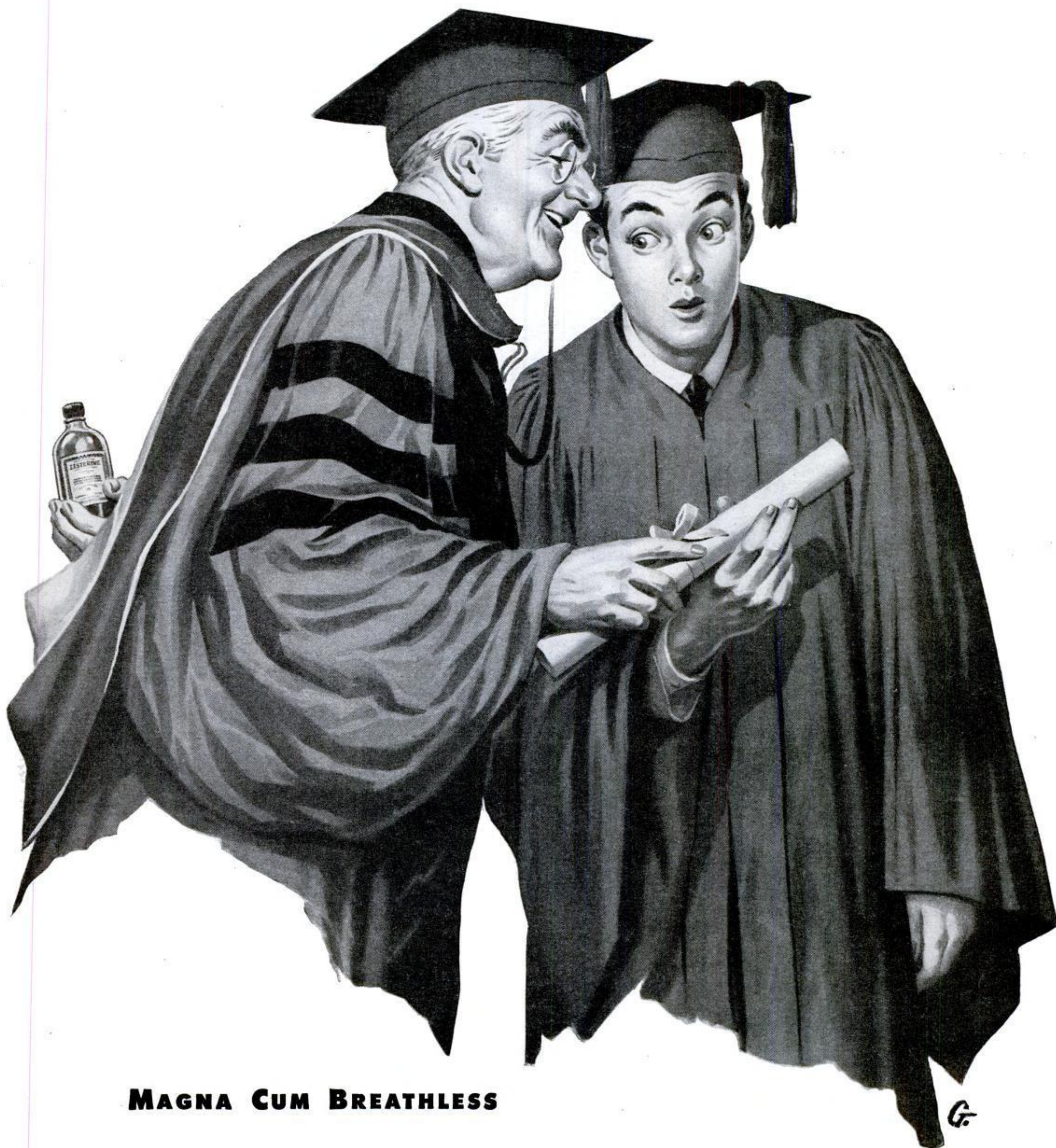
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MAGNA CUM BREATHLESS

GREAT SCOTT! What's happening here? Has the starry-eyed Prof gone completely off his rocker in the warm summer sun?

"I'm slipping you something else besides your diploma, Son," he says, "something that's quite as important when it comes to getting a job and holding one."

And, slyly, from gown to gown, the bottle of Listerine Antiseptic passes.

Of course this never happens. Too bad that it doesn't; life might be a lot easier for bright

girls and boys out to get a toe-hold in business.

For business has no room for halitosis (unpleasant breath). If you're guilty of it...and you may not know when you are...your other qualifications are not likely to be impressive.

Isn't it foolish to put yourself in a bad light when Listerine Antiseptic offers such an easy, delightful precaution against off-color breath? You simply rinse the mouth with it, and almost at once your breath becomes sweeter, fresher, less likely to offend. Never, never omit it before

any business or social appointment.

While some cases of halitosis are of systemic origin, most cases, say some authorities, are due to the bacterial fermentation of tiny food particles clinging to mouth surfaces. Listerine Antiseptic halts such fermentation, then quickly overcomes the odors fermentation causes.

LAMBERT PHARMACAL COMPANY, St. Louis, Mo.

LISTERINE ANTISEPTIC
FOR ORAL HYGIENE

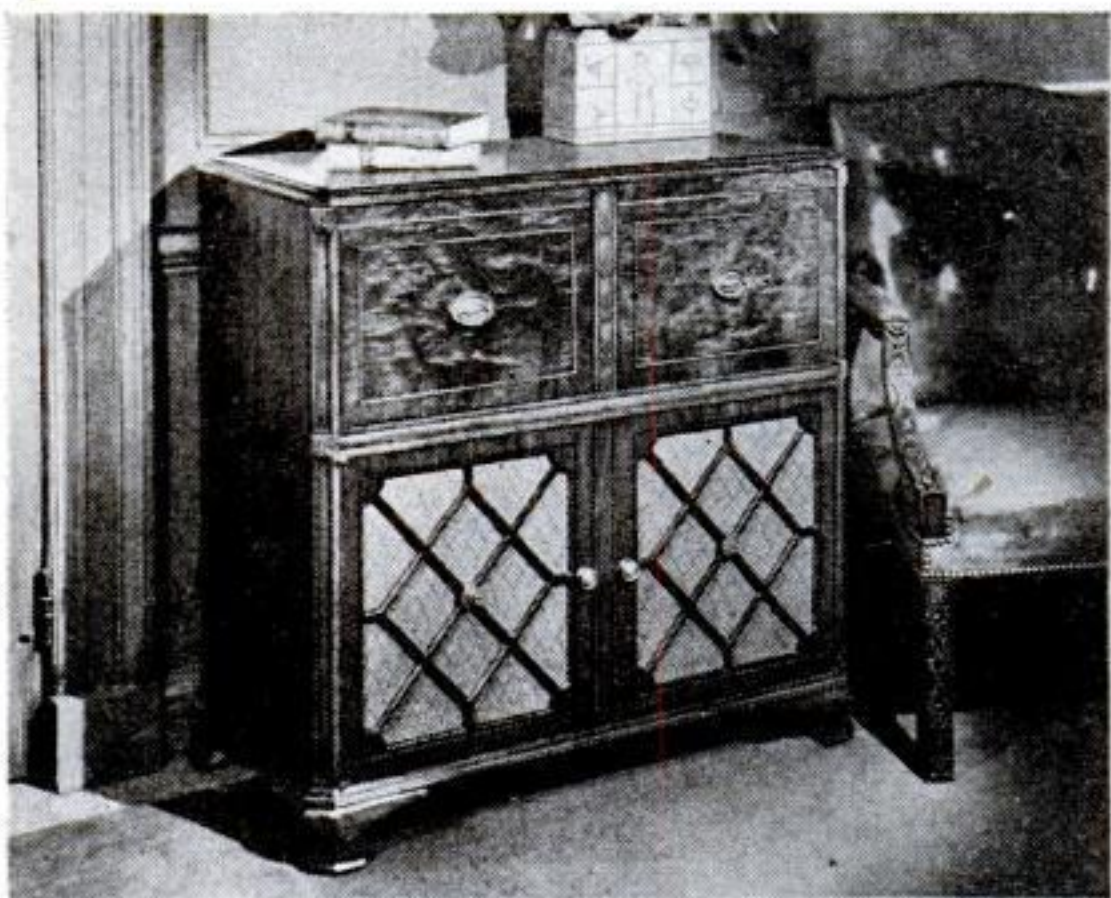
This One



17A1-XOE-3194

The day the twins got the moon

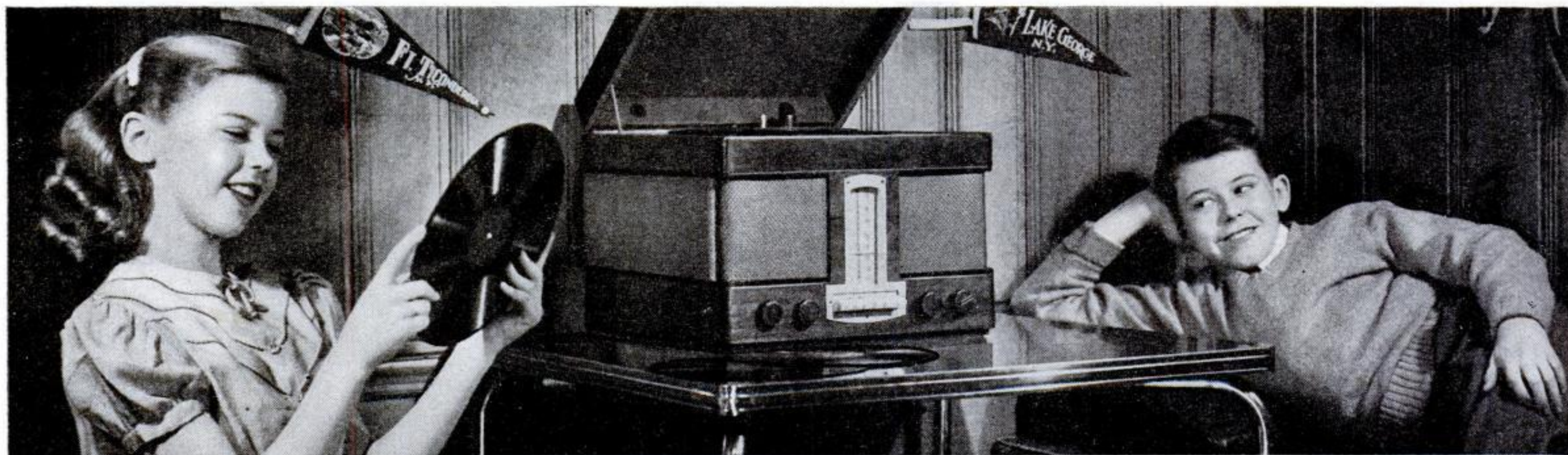
1. DOLLS AND COPS AND ROBBERS... Mumbly-Peg and House . . . Then the twins discovered music, and nothing else had ever seemed half so exciting. Remember how it was when music first came into *your* life?



2. ARDENTLY, RAPPLY, they listened by the hour at the home of a friend whose parents owned a new Stromberg-Carlson 18th Century—so superb in performance in both complete FM and Standard Broadcast. How grand it must be, they thought, to have a radio-phonograph so fine . . .



3. THERE WAS THE PROUD DAY they listened to records at their teacher's home. Never had records sounded more lovely! Her radio-phonograph, the magnificent Stromberg-Carlson New World, was breath-taking in its perfection. "Wish *we* owned one," whispered Jane. And Bobby smiled wistfully. "Might as well wish," he said, "for the moon."



4. THEN ONE DAY, it happened. They walked into the study, and there was "the moon"—tied up in pink-and-blue ribbons with a card that said: "Happy birthday from Mother and Dad." It was a Beaux Arts, one of the new *small* radio-phonographs with an astonishing degree of "big set" performance. This year's Stromberg-Carlsons will bring "the moon" to many a music lover . . . for they make traditional Stromberg-Carlson quality available to more people than ever before. Better see your dealer now.

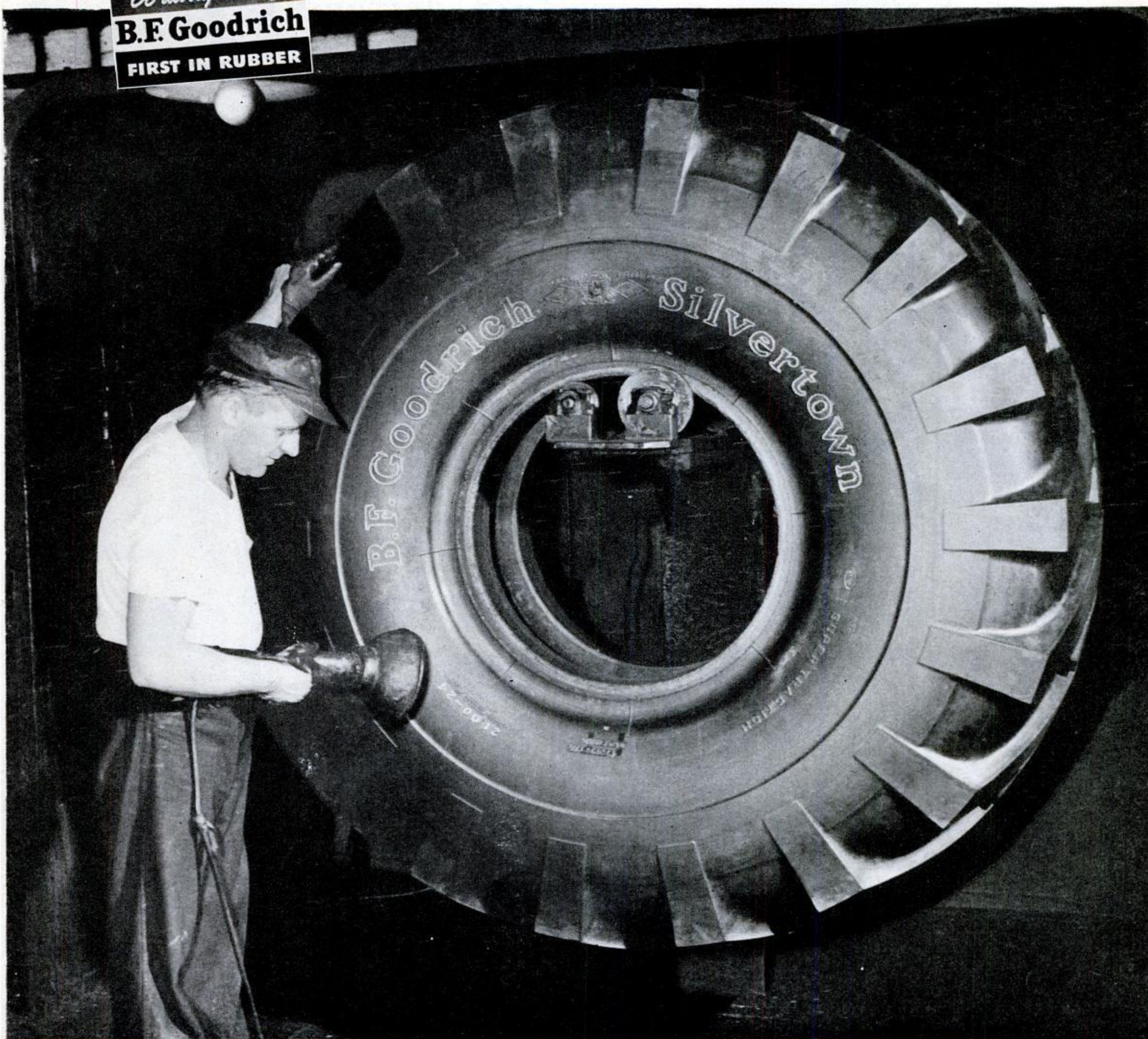


For the main radio in your home . . . there is nothing finer than a

STROMBERG-CARLSON

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A development of
B.F. Goodrich
FIRST IN RUBBER



Tire Bargain—\$793⁹⁵

A typical example of B. F. Goodrich development in tires

CONTRACTORS and dirt haulers buy these big tires a dozen at a time. They're used on trucks that haul 15 to 20 tons of dirt or rock in one load. And yet tires that list at \$793.95 apiece often lasted only a matter of weeks. Rolling over makeshift roads, they were torn and cut by jagged rocks, bruised by jolting their freight car loads over ruts and boulders. Blow-outs were frequent.

Then B.F. Goodrich engineers developed a new construction principle for tires used in off-the-road

service. They invented a shock-shield and placed it under the tread. It consisted of a new way of building rubber insulated breakers into the tire to absorb the shock of impact.

With this new tire the list price of \$793.95 became a bargain. The new tire turned in almost unbelievable performance records. For example: one operator reports 4000 hours of service from B.F. Goodrich tires against 1600 hours from another make. A contractor received 17,599 miles of service compared to 6476 miles from the next best make of tires.

This is a typical example of the improvements, the result of constant research, which are always

being made in B.F. Goodrich tires. Before you buy tires for your trucks, check the B.F. Goodrich man and find out about the latest improvements in tires for your special purpose. He can save you money. The B.F. Goodrich Company, Akron, Ohio.

Truck Tires BY

B.F. Goodrich

"PROTECTING THE AMERICAN HOME"



THE FIRST BLACKBOARD was used by a progressive teacher, Samuel Read Hall, who later established the nation's first normal school for training young teachers at Concord, Vermont, in 1823.

Are you sure your child will go to college?



CHANCES are you're planning to send your boy or girl to college. Today, more than ever, youngsters should be assured of a complete education — if they are to succeed in the competitive world of tomorrow.

Moreover, in our highly-specialized business life, there is more and more demand for people equipped with special skills... special training. As a wise parent, you may wish to provide for further study for your children along professional or technical lines. *But how definite are your plans — how sure are you they will be realized?*

There are many ways in which your children's future may be safeguarded

through National Life insurance for educational needs. Therefore, we offer no single, stereotyped "plan." Instead, National Life's trained Underwriters study your case individually, taking into account the special interests and probable needs of your children, the scope of your present insurance coverage, and other aspects of your estate.

There is great peace of mind in knowing that your boy or girl, through education you provide, will have a sound start in life. A new booklet which discusses fully the various proven National Life answers to this problem is yours for the asking. Just clip and mail the coupon below.

NATIONAL LIFE INSURANCE COMPANY HOME OFFICE — VERMONT MONTPELIER,

A Mutual Company, founded in 1850, "as solid as the granite hills of Vermont"

CLIP AND MAIL THIS COUPON NOW

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Without obligation, please send me your new booklet, showing how I can assure my children a complete education.

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LETTERS TO THE EDITORS

SUPREME COURT

Sirs:

It took courage to write and publish your editorial on the Supreme Court in LIFE (June 24). My congratulations.

Perhaps we need not so much of judicial minds as judicial adaptability — that faculty permitting one to submerge his own personal ambitions for the common good.

H. O. METCALFE
Judge

Marfa, Texas

Sirs:

When you imply that the Supreme Court decided wrongly in the Dred Scott case and the income-tax case you are quite unfair. These decisions were in accordance with the law and the Constitution as they stood at the time. I'll grant that these needed changing but it was not up to the Supreme Court to change them. The Court is not a legislative body. Congress and our state legislatures also have responsibilities.

W. C. RUEDIGER

George Washington University
Washington, D.C.

● Reader Ruediger is perfectly correct. But justice is seldom handed down in a vacuum, even by judges. The Dred Scott decision over extension of slavery into U.S. territories is a case in point. The Supreme Court was subjected to great pro- and antislavery pressure. In addition, Chief Justice Taney and four other justices were Southerners. The majority opinion was "proslave," 5-4.—ED.

CONTINUED ON PAGE 6

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LIFE
July 15, 1946

Volume 21
Number 3



Summer is revealing. Be more appealing. Show your natural charms, charmingly. It's easy to have hair-free, care-free legs and arms with odorless IMRA*, the different, painless cream hair remover. Just smooth on this dainty creamy cosmetic, then rinse it off. No more unsightly fuzz. No razor nicks. No stubby regrowth. No odor. One application does the job. At better cosmetic counters.

Keep legs and arms hair-free with

ODORLESS

IMRA

Hair Remover Cream



2½ oz. jar, 65¢
(plus Fed. Tax)

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U. S. PAT. NO. 2,382,524

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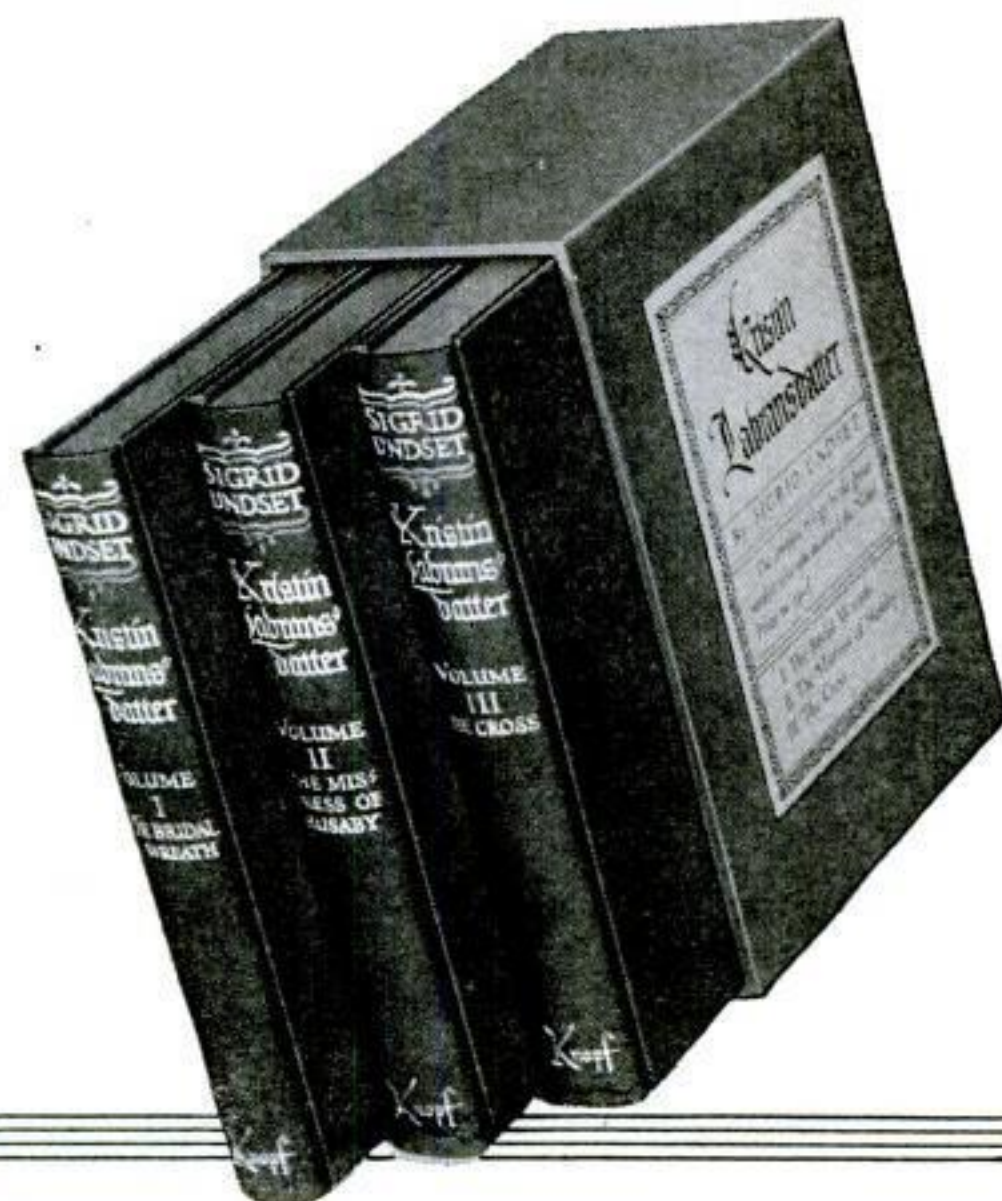
Kristin Lavransdatter

BY SIGRID UNDET

In Three Volumes, Boxed • Retail Price \$7⁵⁰





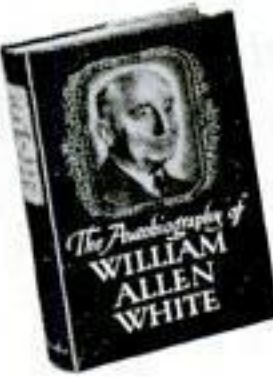
"HERE ARE THE VIKINGS in their homes as well as 'upon the seas—barbarians becoming Christians; and here is a winsome child amongst them, such as you might delight in and be proud of as her knightly father was of little Kristin. This is how she grew up and loved madly and sinned, and broke her father's heart, though he would not say so; and how she quarreled with and loved again her charming, irresponsible husband, and how she bore many children to him and what happened to them. The folk-ways of the time are here as background to a story as modern and as ancient as the passions of humankind. One gets a sense of the inexorable creep of Time that few novelists nowadays seem able to convey. People grow old and die in this book; little girls become harried mothers, puling infants become brawling warriors. Long years pass, and do their work. This is a book, in short, that leaves you rich in memories, as Time itself does. That, surely, is the supreme test of a work of fiction."

—Book-of-the-Month Club News.



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LETTERS TO THE EDITORS

CONTINUED

THE ATOM AND BARUCH

Sirs:

Concerning the atomic bomb (LIFE, June 24), Mr. Baruch is wrong. His plan is an effort to appease. Peace can be preserved only by force. The atomic secret should never be shared with any nation or group of nations. To do so would bring betrayal and destruction. God has given it to a peace-loving nation that the peace of the world may be preserved.

W. L. EASON

Waco, Texas

Sirs:

As a matter of professional curiosity, can you tell me what size shoes Mr. Baruch wears? Thirteen? Fourteen? Or up? Don't fob me off with saying that they are large enough to carry Mr. B. and the weight of his A-bomb responsibilities.

LAURENCE FRANK, D.S.C.

Grove City, Pa.



● Mr. Baruch thinks he wears a 10½ or 11 shoe. His valet says 12. J. J. Illis of New York, who makes Baruch's shoes, says it is nearer 12½, with a wide last. Baruch owns only five pairs of shoes: three are the high-laced black style shown in LIFE's picture. They cost \$65 a pair. The fourth is a 15-year-old pair of black-and-whites. He also owns a pair of dancing pumps.—ED.

PASTOR "DICK" SMITH

Sirs:

LIFE's story (June 24) on "Dick" Smith, the Pursglove, W. Va. Presbyterian minister, painted a picture of true Christianity at work. Perhaps one of the reasons the block of the population which has turned away from religion grows larger every year is that there are too few Dick Smiths among the ministers, the rabbis, the priests. . . .

MARY K. FITZGERALD

Boston, Mass.

Sirs:

Quoting from LIFE's "Mining Town Minister" story: "Race relations are eased by Smith. Negro children share play opportunities with white kids. Once a week Negroes and whites swim together in pool."

Why do they "share play opportunities" only "once a week?" Is it a one-out-of-seven racial sharing of opportunities that you Yankees are always yapping about?

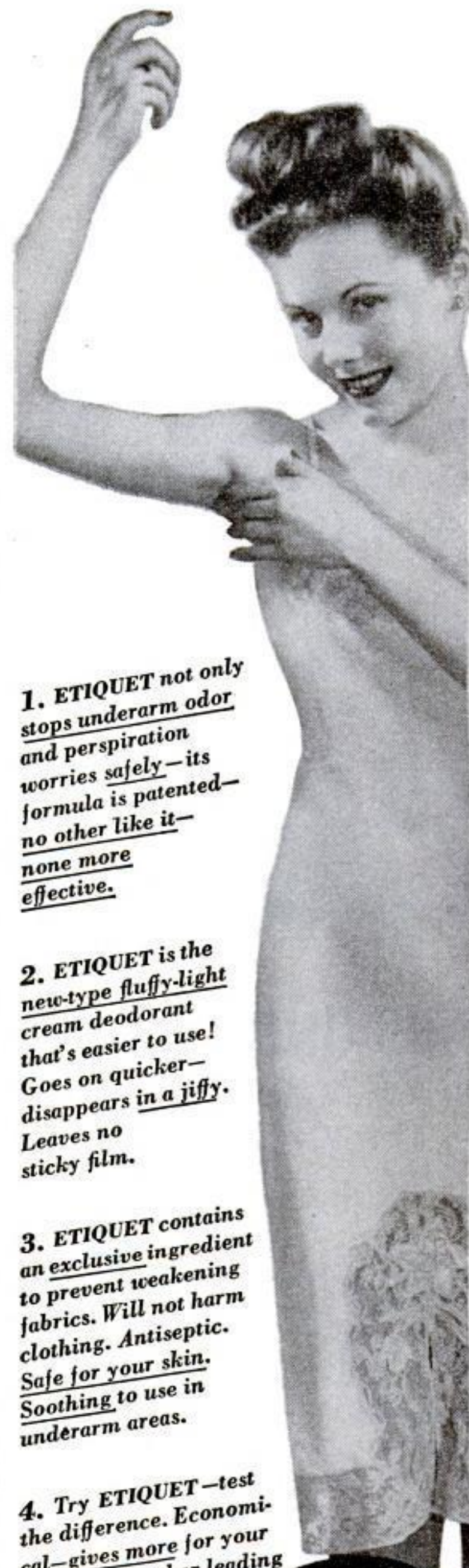
V. BONTEON

Asheville, N.C.

Sirs:

Now, understand, I'm no Protestant, but I think this Mr. Smith has a wonderful idea about race relations.

New DEODORANT STOPS PERSPIRATION WORRIES



1. ETIQUET not only stops underarm odor and perspiration worries safely—its formula is patented—no other like it—none more effective.

2. ETIQUET is the new-type fluffy-light cream deodorant that's easier to use! Goes on quicker—disappears in a jiffy. Leaves no sticky film.

3. ETIQUET contains an exclusive ingredient to prevent weakening fabrics. Will not harm clothing. Antiseptic. Safe for your skin. Soothing to use in underarm areas.

4. Try ETIQUET—test the difference. Economical—gives more for your money than other leading brands. Stays moist in jar. 10¢ and 39¢ plus tax at any toilet goods counter.



it's Etiquet
Formula Patented
No other like it

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This is POISON IVY!



This is POISON OAK

This is Zemacol

This is the soothing, medicated lotion to use when poison ivy or oak torments you.

ZEMACOL gives quick relief without adding to the unsightliness of your skin. It provides an invisible film of soothing medication that stays in prolonged contact and gives lasting comfort.

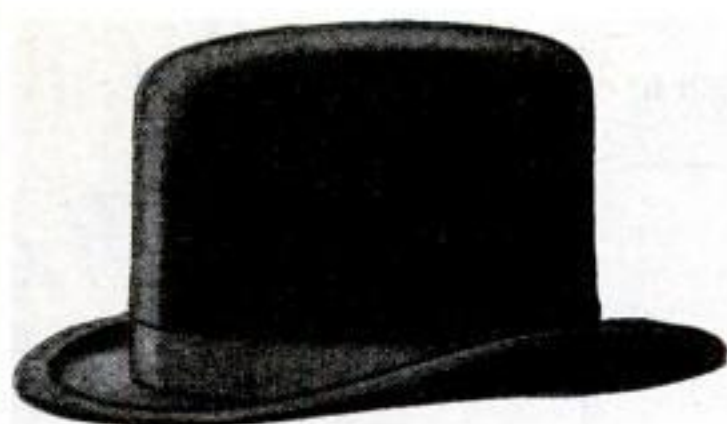
- ✓ **INVISIBLE**—It protects, but doesn't show on your skin.
- ✓ **GREASELESS**—Doesn't stain or soil your clothing or bedding.
- ✓ **MEDICATED**—Antiseptic; Germicidal; Fungicidal. Fights infection; kills germs, bacteria and fungi on contact.

Try ZEMACOL today. Your drug-gist will refund full purchase price if you are not satisfied. At all drug stores, 50¢ and \$1.00.



A Norwich Product

CONTINUED ON PAGE 8



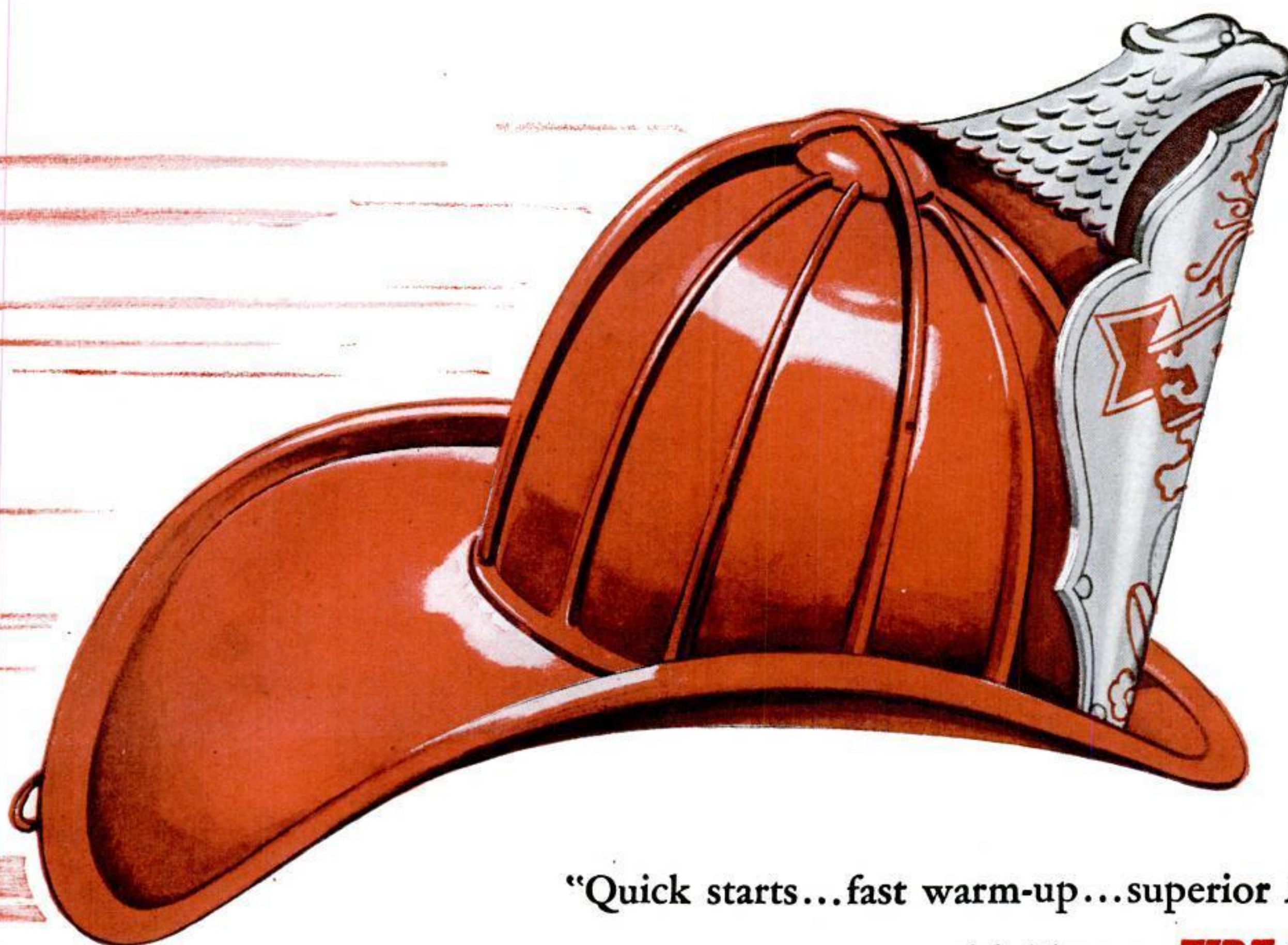
"Never... was so much owed by
so many to so few"



"Elementary, my dear Watson"



"I shall return"



"Quick starts... fast warm-up... superior *FIRE-POWER*
with Texaco **FIRE-CHIEF** gasoline"

You're welcome at **TEXACO DEALERS**

where you get...



FIRE-CHIEF
GASOLINE



SKY CHIEF
GASOLINE



HAVOLINE AND TEXACO
MOTOR OILS



MARFAK
LUBRICATION



THE TEXAS COMPANY

TUNE IN... Texaco Star Theatre every Sunday night starring James Melton. See newspapers for time and stations.

How to bring out the natural sparkling beauty of *your* hair like Powers Models

Miss Phyllis Ernst finds Kreml Shampoo never dries her lovely golden hair or makes it brittle



Leaves Hair So Silken-Soft — Bright and Glossy For Days. If you want something really worth while in shampoos—by all means 'glamour-bathe' your hair with Kreml Shampoo — it's positively *seductive* in intent.

Those stunning 'million dollar' Powers Models know the secret. Long ago they discovered how Kreml Shampoo thoroughly cleanses hair and scalp of dirt, grease and loose dandruff—how it actually brings out all the hair's natural sparkling highlights and lustre—how it leaves hair shining bright for days—so silken soft—easier to arrange.

Helps Keep Hair From Becoming Dry or Brittle. Kreml Shampoo never leaves any excess dull, soapy film. It positively contains no harsh caustics or chemicals which rob hair of its natural oils. It never dries the hair. Instead, Kreml Shampoo is *one* shampoo that has a beneficial oil base which actually helps keep hair from becoming dry or brittle. It's such a *mild, gentle* shampoo—even for kiddies' soft baby hair.

So why not wash *your* hair to its natural shining loveliness with beautifying Kreml Shampoo—a frankly conniving shampoo for stealing 'his' head and heart away! At all drug, dept., and 10c stores.

KREML SHAMPOO

A product of R. B. Semler, Inc.
FOR SILKEN-SHEEN HAIR—EASIER TO ARRANGE
MADE BY THE MAKERS OF THE FAMOUS KREML HAIR TONIC



Steps in fixing the above coiffure



First wash hair with Kreml Shampoo to bring out all its natural sparkling lustre. Set hair in pin curls as indicated.



Take down pin curls. Twist hair high. Notice how Kreml Shampoo leaves hair more pliable—so ready to fall in place.



Roll twist over and around. Tuck in. Kreml Shampoo is unsurpassed for every type, color and texture of hair.

LETTERS TO THE EDITORS

CONTINUED

After all, Negroes and other dark races are human beings just as we are and should be treated as such. I just wish someone of Mr. Smith's caliber could come to south Texas and help the Mexicans. The native white people here treat them worse than they do the Negroes.

PEGGY CISTONE

Corpus Christi, Texas

CURVE BALL

Sirs:

In the article on Mexican baseball (LIFE, June 24) you state, "Curve balls are harder for pitchers to throw. . . ." Come now, boys, didn't you *prove* by high-speed camera in LIFE (Sept. 15, 1941) some years back that curves were illusions? Or did you?

J. O'MAHONEY

Summit, N.J.



● Pitchers, who still believe they throw curve balls, say that curves are harder to throw in Mexico.—ED.

CAKE "SPECTACULARS"

Sirs:

On reading LIFE (June 24) we were startled by your pictures of Cake "spectaculars." Such a display of wanton wastefulness disgusted us. Your caption states that Mr. Spoth used "200 pounds of sugar and 180 pounds of cake." We, a family of five, with 15 pounds of sugar per person per year have used in four years exactly 40 pounds more than Mr. Spoth used in his vulgar exhibition.

We can imagine with what despair a European might view the pictures if he should happen upon a copy of LIFE, and we deplore this wholly false impression of America's attitude.

It is an entertaining commentary that the A & P, which is responsible for this atrocity, is unable to supply a loaf of bread in its local store.

ELIZABETH W. WEBSTER
ANNA CLARISSA WEBSTER

Winsted, Conn.

Sirs:

. . . It made my blood boil. . . .

HELEN B. YODER

Easton, Pa.

Sirs:

. . . Why, I humbly inquire, can't they use plaster?

MRS. W. H. PERRY JR.

Cambridge, Mass.

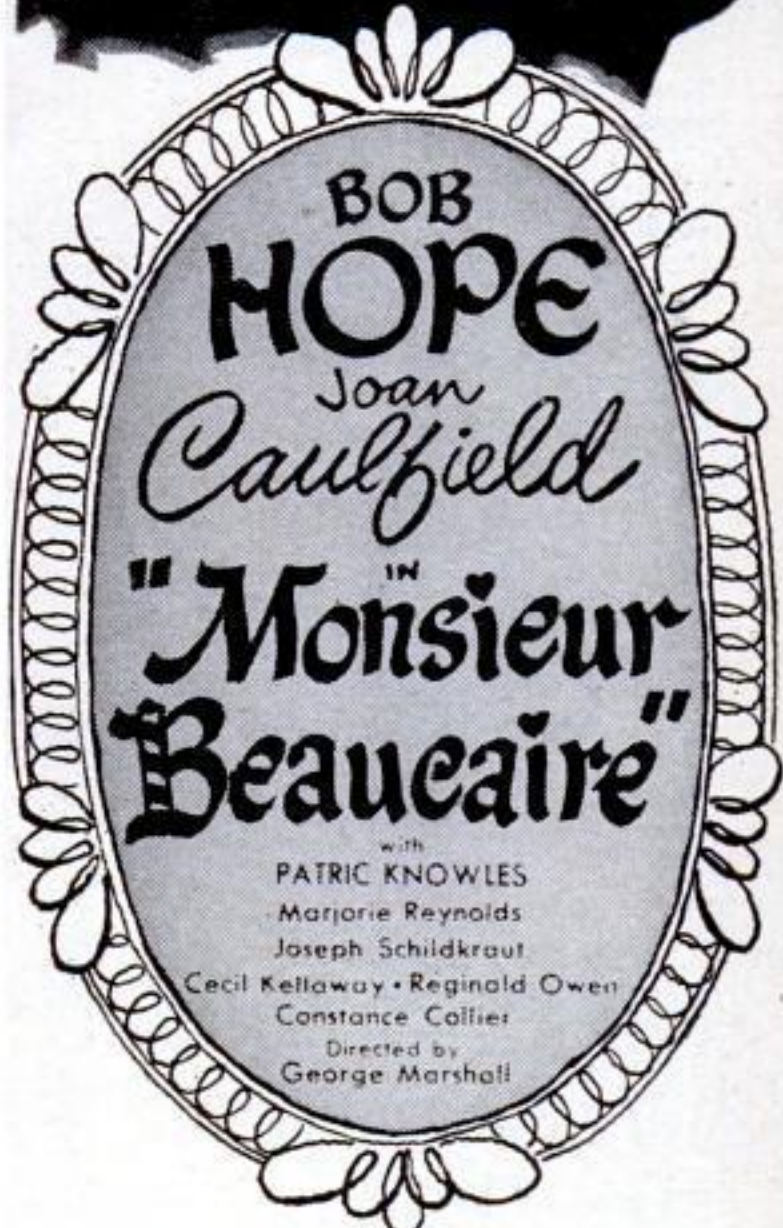
Sirs:

. . . I feel so sour that it would take more sugar than I expect to see this summer to bring me to my normal state of semisweetness.

CLARA BRYANT

Greenfield, Mass.

What a Frenchman..
What a Fighter..
What Fun!



Hope Knows his Ooo-la-la!

If it's a Paramount Picture
it's the best show in town!

CONTINUED ON PAGE 11

"But, dear, husbands don't go home to mother!"

LAUGHED ELSIE

"*WHO'S GOING* home to mother?" bellowed Elmer, the bull. "Nobody's going *any* place till I get to the bottom of this plot!"

"Whatever are you talking about, dear?" asked Elsie, the Borden Cow.

"As if you didn't know!" ranted Elmer. "I tell you, woman, a guy will stand for a lot of things—but starvation is NOT one of them!"

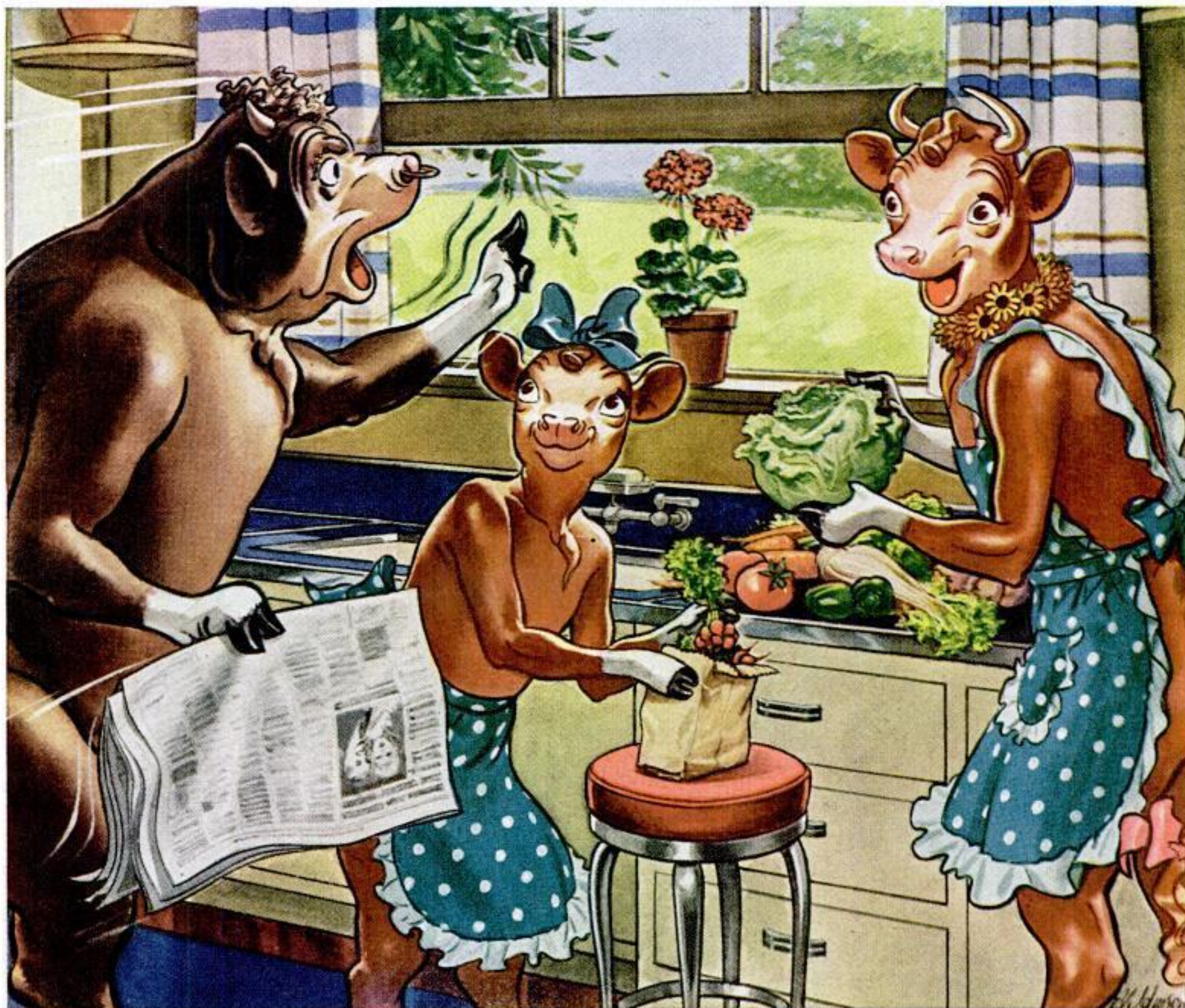
"Starvation!" gasped Elsie. "Why, darling dear, is someone trying to starve you?"

"Don't give me that innocent stuff!" snapped Elmer. "I saw those summer menus of yours, and if they don't sound like starvation—"

"Don't be silly, sweet," said Elsie. "Of course, they're not all filled with heavy boiled dinners and rich winter puddings. But *my* hot weather menus are as carefully balanced as my winter ones. Every day's meals supply all the food essentials."

"Who wants to eat *essentials*?" mimicked Elmer. "Woman, I want food!"

"And food you shall have—real food," said Elsie. "You can whip together all sorts of delightful, little-work-for-the-cook meals with: vegetables—both green and yellow—fruit, tomatoes, bread, milk, and, of course, a good, sound, body-building protein."



rabbits, toasted sandwiches, omelets with it. Or you can just shred it into a nice mixed green or fruit salad."

"Look, woman!" said Elmer. "I like my cheese in one nice, big hunk."

"Then," blithely suggested Elsie, "help yourself to a nice big hunk—or a triangle or a square—on the side. All *Borden's Fine Cheeses* are concentrated nourishment, no matter how you slice them."

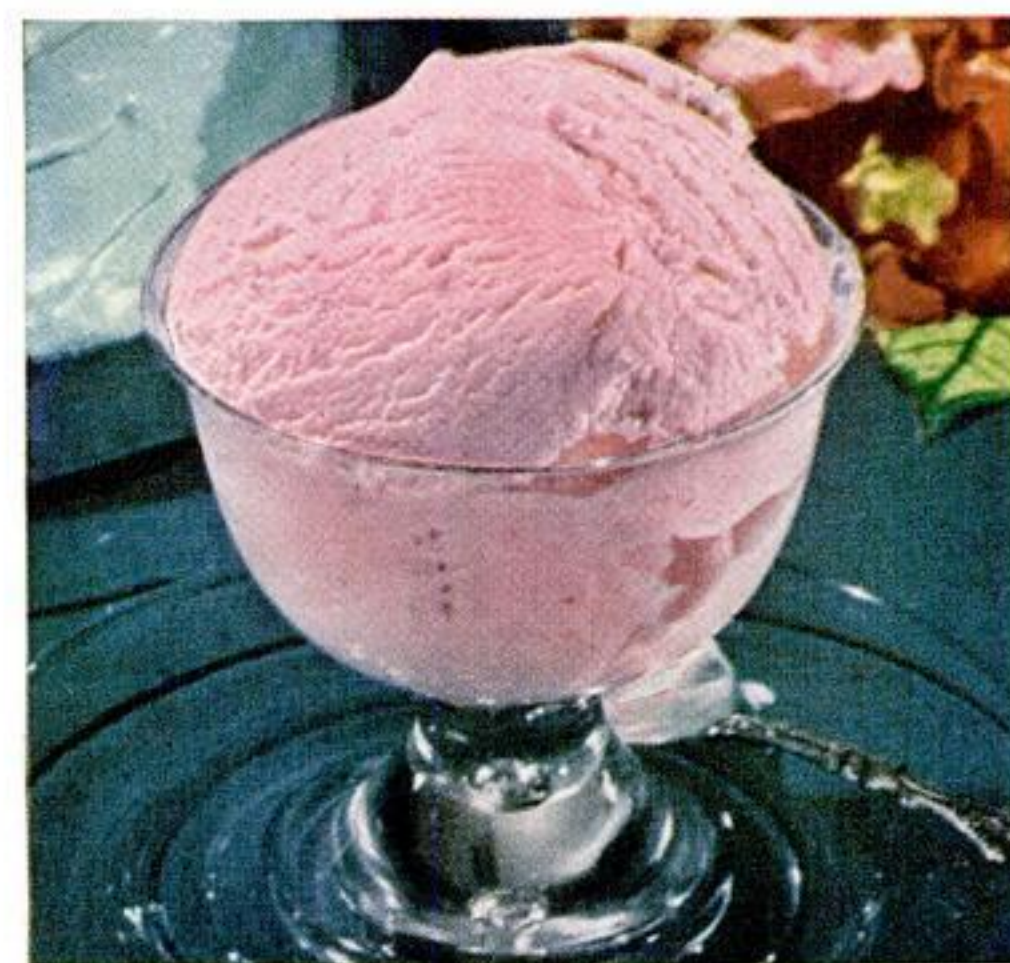
"And no matter how you slice *anything*," snorted Elmer, "it still comes out Borden's."

"Not always, angel," chirped Elsie. "Here, for instance, is a timely summer tip: In hot weather, when your body loses so much moisture, it's wise to drink more water. And it's also wise to use extra salt—"

"I *knew* it!" cried Elmer. "I'll be getting a pinch of salt for dessert tonight, if I don't put my foot down."

"Now, dear," smiled Elsie, "even little Beulah knows better than that! She and *everybody* knows that the

one and only dessert for summer is *Borden's Ice Cream*. It's so wonderfully refreshing. Besides, it's one of the finest *foods* you can eat *any* time. Think of the luscious cream and rich milk that go into it! Think of the



heavenly fruits, all the wonderful flavorings! Think—"

"Quit thinking, woman," drooled Elmer, "and trot out your ice cream. *I'll* tell you if it's any good."

"Oh, don't bother to tell me," said Elsie. "I know—the whole world knows—if it's *Borden's*, it's *GOT* to be good!"

© The Borden Company



*-if it's Borden's,
it's got to be good!*

Tune in
TOMMY RIGGS and BETTY LOU
Friday Evenings—CBS

"RC tastes best!"

says **LUCILLE BALL**
Star of "THE DARK CORNER"

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*The cola taste-test proved
Royal Crown Cola tastes
best. Try it! Say "RC
for me!" It's the quick
way to get a quick-up
with Royal Crown Cola
—best by taste-test!*



Lucille Ball



RC is the quick way to say...

**ROYAL CROWN
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Best by taste-test

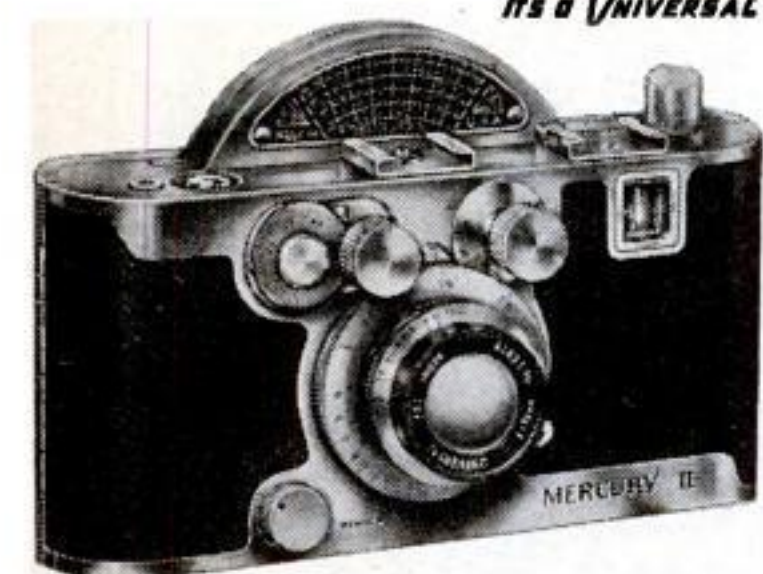




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LETTERS TO THE EDITORS

CONTINUED

COLLABORATIONIST

Sirs:

If, as the caption says, Corinne Luchaire (LIFE, June 24) is "a haggard wreck," the published picture is not clear evidence. It shows, rather, a beautiful and dignified face overcast by an ennobling pain—no matter how ignobly earned. The picture of the young Corinne, on the other hand, is that of a girl with a weak chin and a small, mean countenance, whose good looks were pasted on by other hands. I am afraid LIFE is guilty of a common American error: that of confusing *beauté du diable* with genuine beauty.

ROBERT HODESH

Northampton, Mass.

MRS. HUNT REPLIES

Sirs:

I wish to take this opportunity to thank all of the hundreds of real Americans who personally answered my recent question in LIFE (June 3), "Where are the lobbyists for America?"

The answer is made clear by your response. The great nucleus of such a group lies in the 40,000,000 self-reliant, unorganized workingmen and women in every state of this Union. Remember, when you feel frustrated and discouraged, that you are the largest and most powerful pressure group in this country and that only your indifference and failure to accept your political responsibility in a government by the people makes you impotent. Add alertness, clear thinking and positive action to your other virtues, become leaders of alert, clear-thinking and positive-acting communities, and America's democratic, free way of life will be safe in your hands.

To those few of you who accused me of sabotaging the workingman's rights, let me state that I believe in equal, legal rights for all Americans and that duty to the community has priority over all the rights of any of us. As a free individual, I also will oppose and fight dictatorship wherever it may be found—in business, in unions or in government.

As for my wealth, let me assure you that I am one of the wealthiest persons in the world. I was fortunate enough to be given God-fearing, hard-working parents who provided me with a fine education at great personal sacrifice and who taught me that the only permanent wealth consists of character, self-reliance and industriousness. I was further blessed by marrying a man with the same philosophy, a man who, when our budget is slim, prices are high and Christmas toys for children are both scant and valueless, can purchase a few dollars' worth of rusty metal and scrap lumber from the junkyards, add paint, ingenuity and hours of loving work to the end that Christmas greets our three small children with a wonderland of tricycles, scooters, wagons, wheelbarrows, dollcoaches, cradles and sleds.

Our wealth consists in knowing what is valuable in life and in making our limited financial resources provide not streamlined cars, gambling at the races or frequent rounds of gilt-edged nightclubs, but Grade A milk, insurance policies and a Bible.

BETTY KNOWLES HUNT

Stratford, Conn.



THERE'S A Cory FOR EVERY PURPOSE

Just the family? Company coming? Whatever the occasion, there's a Cory to brew the most delicious coffee ever! Coffee brewed the Cory-way filters only through coffee, touches nothing but taste-free glass. The smart standard brewer, above, is available in 4 to 12 cup sizes—can be used on any type kitchen range. \$3.75 to \$5.25. Slightly higher in Canada.

Only the Cory comes complete with patented glass filter rod, hinged decanter cover, safety stand for upper glass, accurate coffee measure.

Cory Corporation, Chicago 1, Illinois



The Cory Glass Filter Rod fits all standard glass coffee makers. You can buy it separately. 50c everywhere.

CORY

the only All-Glass coffee brewer



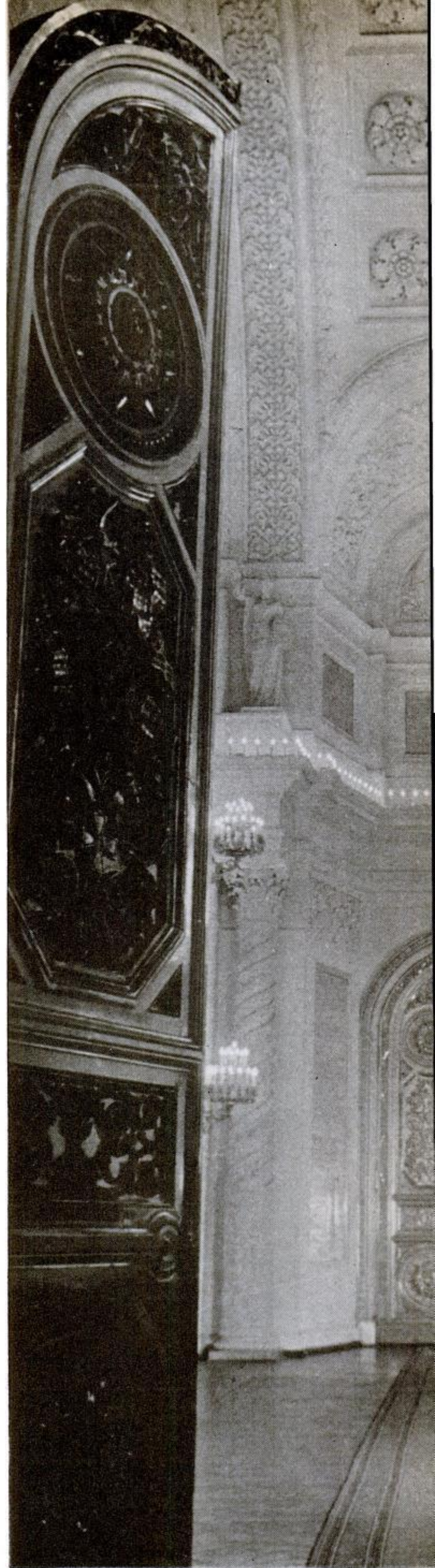
For brewing at the table. The Cory 2-heat electric stove can be used with all standard Cory coffee brewers.



For extra guest occasions the Cory Buffet Queen does you proud... brews delicious coffee... and keeps it piping hot. Serving capacity, 16 cups.



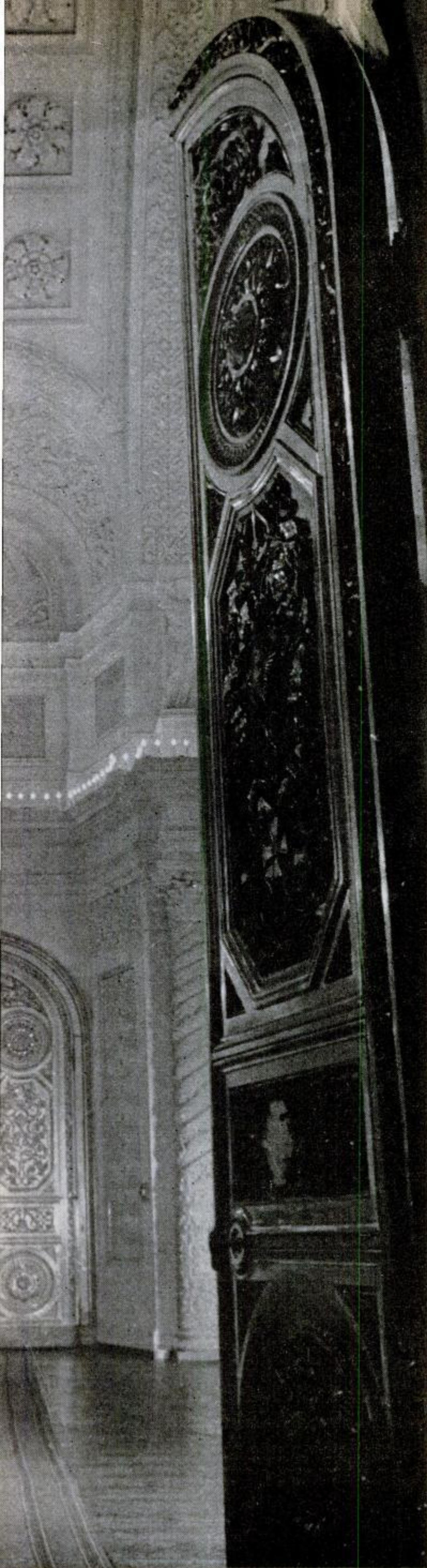
ST. GEORGE'S HALL, WITH ITS GREAT CHANDELIERS, IS STILL USED FOR STATE BANQUETS



ABOVE HUGE DOORS OF ST. GEORGE'S HALL

SPEAKING OF PICTURES...

... NEW PHOTOGRAPHS GIVE WORLD A PEEK INSIDE THE KREMLIN



IS THE DOUBLE-EAGLE EMBLEM OF CZARS

For 800 years the heart of Russia has been the Kremlin, the walled-in area that rests forbiddingly on the top of Moscow's highest hill. These photographs, taken recently by a Soviet cameraman, give the world—and most Russians—a rare peek into the Great Palace of the Kremlin. Like the other 25



HALL OF ST. VLADIMIR CONNECTS 16TH AND 19TH CENTURY PARTS OF GREAT PALACE

buildings and 30 churches that lie mysteriously behind the Kremlin's towering walls, the Great Palace is as sacrosanct to the Communists as it was to the czars. The Soviets have covered the furniture for protection and have even preserved the despised double-eagle emblems of the czars. Like the Rom-

anovs before them, the commissars use St. George's Hall for state banquets, and the old throne room is where the Supreme Soviet now meets. Between 1849 and 1917 the royal family lived in this imposing palace. Stalin lives in it now. Unlike the Romanovs, however, he occupies a modest four-room flat.



If You Haven't Got a Girl To Your Name...

Remember—



Colgate Dental Cream Cleans Your Breath While It Cleans Your Teeth!

DON'T take unnecessary chances with your breath! Use Colgate Dental Cream twice a day and before every date. Colgate's active *penetrating* foam gets into hidden crevices between teeth—helps clean out decaying food particles—stop stagnant saliva odors—remove the *cause* of much bad breath. And Colgate's soft, safe polishing agent cleans teeth thoroughly yet gently—brings out their natural sparkle and beauty! Yes, Colgate Dental Cream cleans your *breath* while it cleans your teeth!

SCIENTIFIC TESTS PROVE THAT IN 7 OUT OF 10 CASES, COLGATE DENTAL CREAM INSTANTLY STOPS BAD BREATH THAT ORIGINATES IN THE MOUTH!

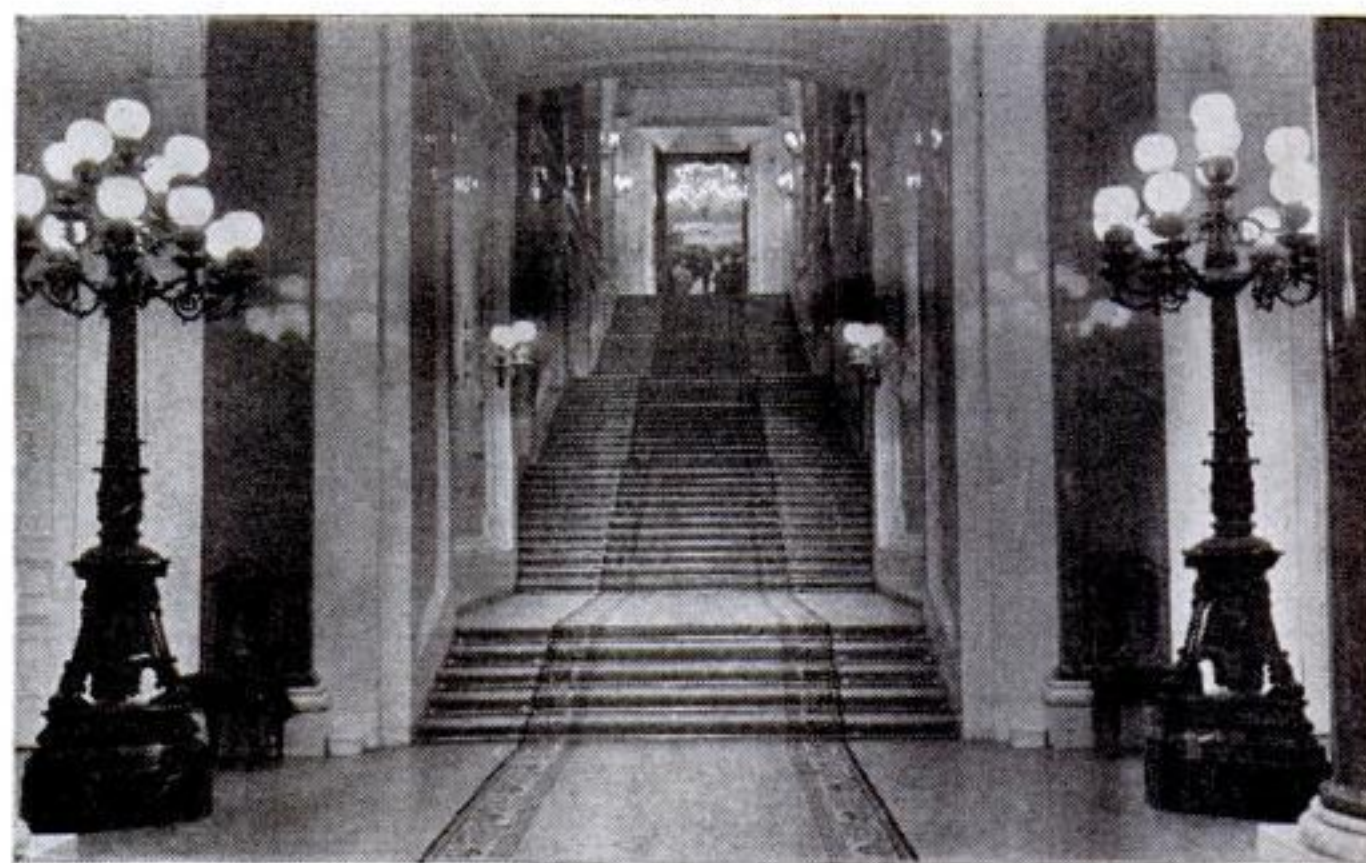


Use
COLGATE DENTAL CREAM
Twice a Day — and Before Every Date



SPEAKING OF PICTURES

CONTINUED



GRAND STAIRCASE of the Great Palace leads to St. Andrew's Hall, which czars used as throne room and which Supreme Soviet now uses for meetings.

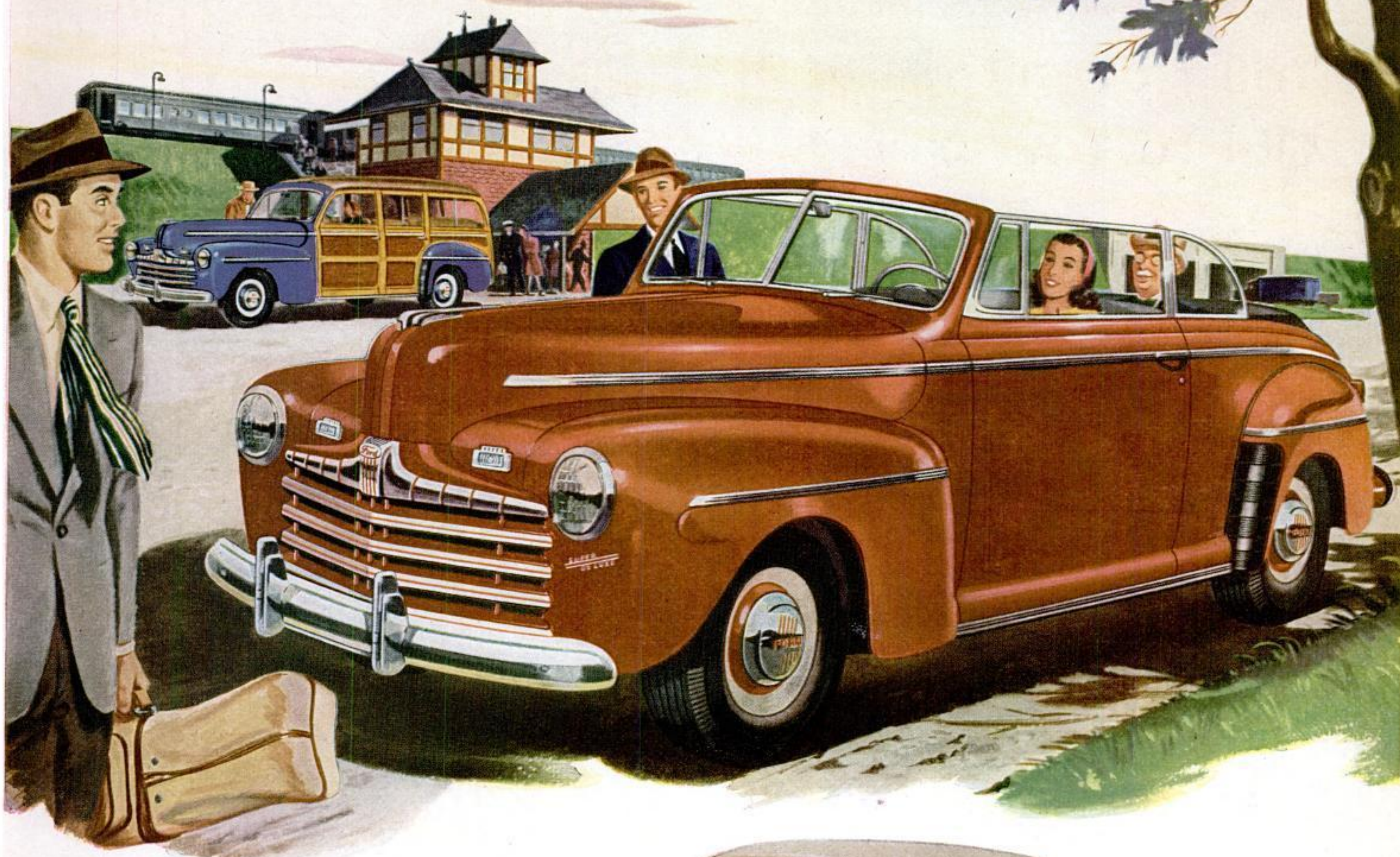


UPPER LANDING of the grand staircase has a vaulted roof supported by yellow marble columns. This is the newest part of Kremlin, finished in 1849.



THE KREMLIN, from Moscow River side, is dominated by the Great Palace (center). Kremlin is a 90-acre plot surrounded by red granite wall 12 feet thick.

FORD'S OUT FRONT IN TOWN... AND COUNTRY!

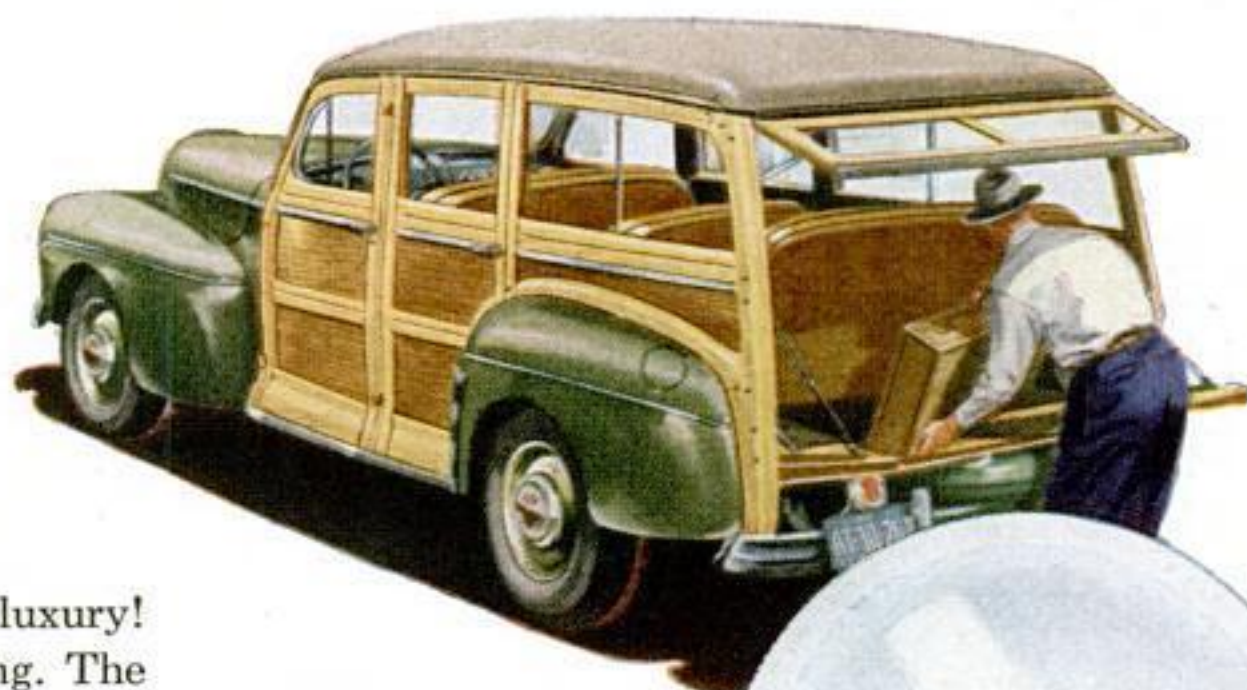


The new Ford convertible is right at home in the smartest settings! And its dashing style is combined with touch-a-button convenience . . . in just thirty seconds this open car becomes a snug "sedan"! All kinds of room for six people . . . all kinds of "go" with that lively 100-h.p. Ford V-8 engine.

The new Ford station wagon carries 8 in luxury! Seats can be removed easily for light hauling. The husky body is fashioned of rugged maple, with beautiful birch or gumwood panels. The big seat cushions are covered in smart, long wearing Vinyl plastic leather. In station wagon style, Ford's the leader. Ford has built more station wagons than all other car manufacturers combined.

TUNE IN

The FORD-Bob Crosby Show—CBS, Wednesdays, 9:30-10 P.M., E.S.T.
The FORD Sunday Evening Hour—ABC, Sundays, 8-9:00 P.M., E.S.T.



Plenty of room for luggage in the rear compartment—even when the removable seats are in place!

There's a *Ford* in your future



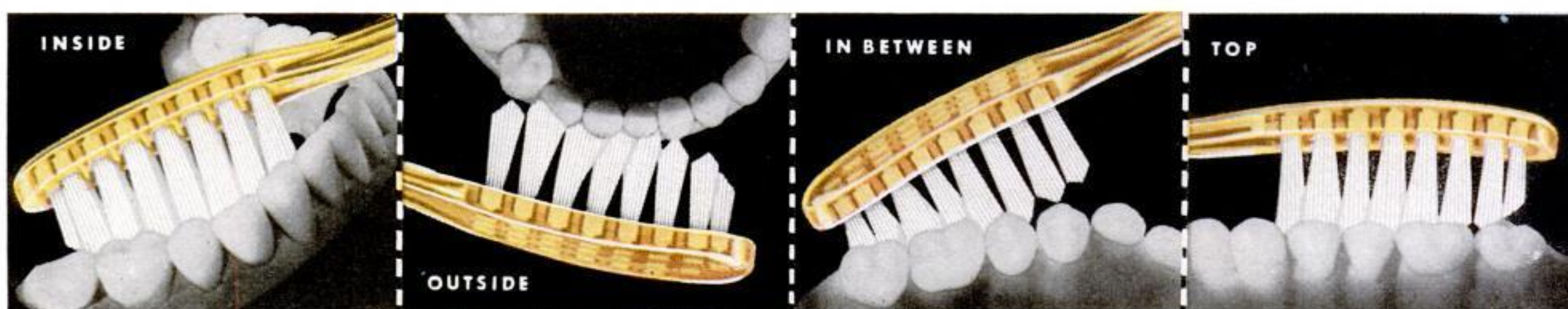


LIKE A PRECISION INSTRUMENT, a Dr. West's Miracle-Tuft Toothbrush curves to the exact contours of your mouth. This double convex design assures you that you can clean every one of your teeth equally well inside, outside, in between and on top. The result, as millions of Miracle-Tuft users prove, is cleaner teeth, new brightness for your smile.

Correct design is only one big reason Dr. West's Miracle-Tuft is America's quality toothbrush leader. Millions prefer it also because of "Exton" brand bristling—those springy, waterproofed tufts which polish as they clean—last longer.

Sealed in glass for extra protection. Guaranteed for a full year. What other toothbrush offers half so much quality? Get a Dr. West's Miracle-Tuft today and prove with one thorough brushing why you'll never be satisfied with less.

Fits your mouth the right way in the right places

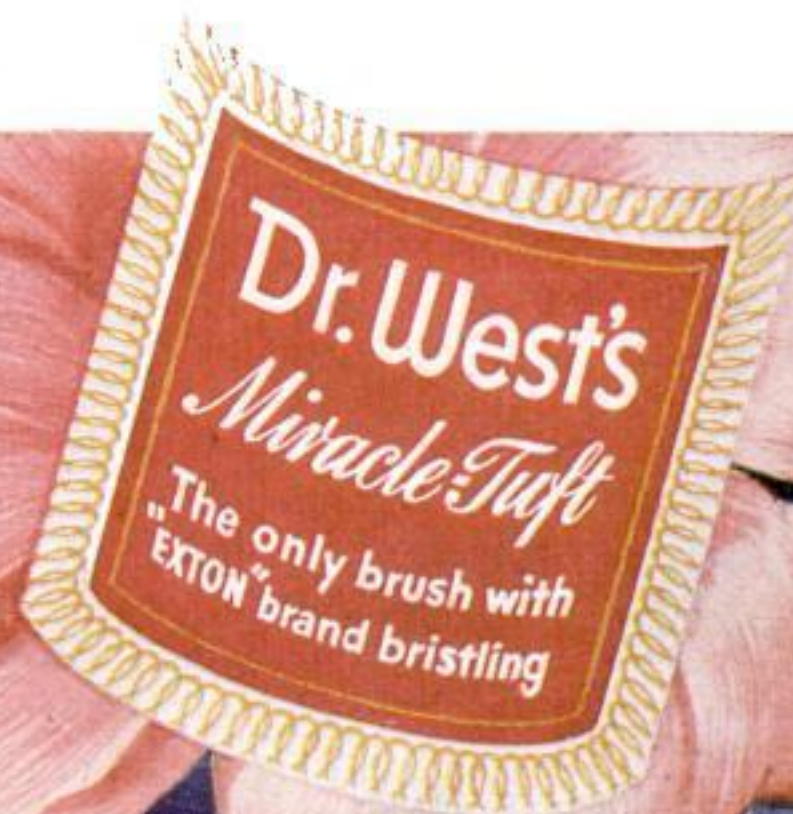
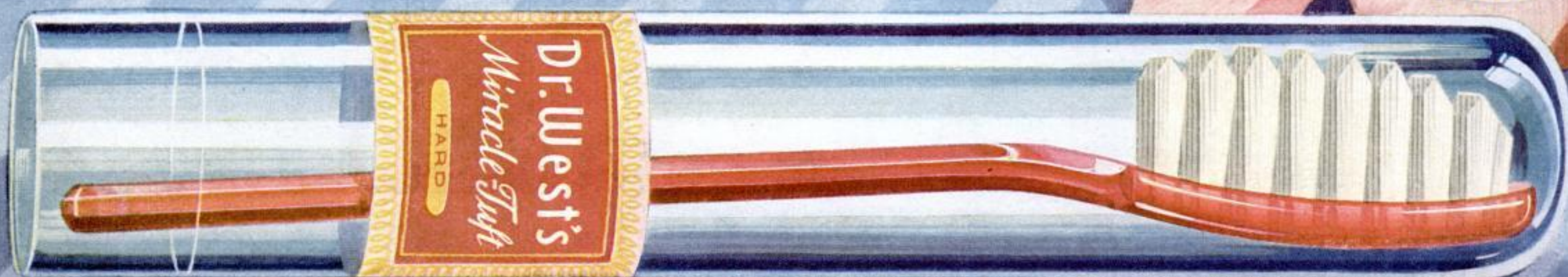


gives your teeth

New Brightness!

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LIFE'S REPORTS



GANDHI SPINS for an hour every afternoon. At 76, the Mahatma is in good physical condition. He weighs 110 pounds, but he is not so frail as he looks.

DR. GANDHI

Mahatma prescribes nature cures for India

by **ROBERT SHERROD**

SIMLA, INDIA

At the age of 76, Mohandas Gandhi has embarked on a new career as a doctor. It is characteristic of the Mahatma that, at this moment when his lifelong crusade for a free India seems to have reached its final crisis, he is taking time out from a busy political life to preach a nature cure. Gandhi has no license to practice, of course, but to ask the Mahatma for such a document would be like requiring President Truman to produce his airplane ticket when he boards the *Sacred Cow*.

Gandhi's fascination with the body and its ailments is nothing new. Half a century ago, he recalls, "I was fond of nursing people, whether strangers or friends." He served the British with distinction in the Boer and Zulu Wars as an official in volunteer Indian ambulance and stretcher corps. The youngest of his four sons, Devadas, was delivered by Gandhi himself. ("I was not nervous," he states.)

His autobiography is packed with his experiments on himself, his family and friends. As a youth he conducted a yearlong trial of eating meat, despite the fact that he dreamed of goats bleating in his Hindu stomach. He finished the experiment when he was in England studying law and joined a vegetarian society. From vegetarianism he progressed to a diet of nothing except fruit, nuts and olive oil because, he says, "One should not eat to please the palate but just to keep the body going."

When he became constipated, Gandhi tried hip baths, which helped somewhat. What helped most was one of his "nature cures," the earth treatment. He moistened clean earth with cold water and applied it to the stomach like a poultice. Such was his faith in the curative powers of dirt that he wrapped some around the broken arm of his third son Ramdas. "The wound took no more time to heal than the doctor said it would under the usual treatment." When his wife was almost dying, the doctor told Gandhi she must have beef tea to conserve her ebbing strength. Instead Gandhi began treating her with his hydropathic, or water, cure. For a while she improved and when she relapsed, he tried something else: persuaded her to give up salt and cereals, simultaneously taking a vow to forego them himself. Wrote Gandhi, "She rallied quickly; the hemorrhage stopped and I added somewhat to my reputation as a quack."

By 1918 Gandhi had returned to India from South Africa and had already been acclaimed Mahatma (Great Soul) by India's dumb millions to whom he was giving voice. He then suffered an acute

CONTINUED ON NEXT PAGE

You'll really
need a
breeze,
sailor!

You look fine there, Friend.

The kind of a guy gals go spaniel-eyed about.

Tall. Tan. Crisp as a sea breeze.

... and brother, you're going to need one if you hope to make any headway with the gal you're bringing aboard this afternoon!

Because you've forgotten a bit of wisdom that ought to be pasted in the hat of every man in the country:

Underarm odor offends people!

Showers won't prevent underarm odor. Showers only wash away past perspiration.

What'll help you, Mister, is Mum. Get Mum and you're safe all day or evening. It takes just seconds to apply, and it's so safe it won't harm your skin or shirt.

Get Mum, Man ... and you won't offend anyone ... afloat or ashore.



oh-oh, Dry Scalp!



"... IT'S ROUGH SAILING ahead for this boy friend unless he learns to take better care of his hair. What a sight! Hard to comb, dull and lifeless, and . . . yep, loose dandruff, too. He's certainly got Dry Scalp. I'd better tell him about 'Vaseline' Hair Tonic!"

*Hair looks better...
scalp feels better...
when you check Dry Scalp*



HE'S PROUD OF HIS HAIR now, thanks to 'Vaseline' Hair Tonic. It can help yours, too. See what just a few drops a day will do. Check loose dandruff and itchiness. Bring new life, new neatness, to your hair. 'Vaseline' Hair Tonic is a natural scalp aid, containing no alcohol or other drying ingredients. Try it also with massage before every shampoo. It's double care . . . both scalp and hair . . . and more economical than other hair tonics, too.

Vaseline HAIR TONIC

REG. U. S. PAT. OFF.

Used by more men today than any other hair tonic

LIFE'S REPORTS CONTINUED

attack of dysentery. He resolutely declined the medicines which long ago he had come to dislike almost as much as he dislikes modern machinery.

Doctors told him that he must take milk to build up his constitution. "I have a vow against it," said Gandhi, who had concluded anyway that man does not really need milk after he leaves his mother's breast. "What exactly is the nature of your vow?" asked one doctor. "I told him the whole history and the reasons behind my vow," Gandhi wrote years later. "How, since I had come to know that the cow and buffalo were subjected to udder squeezing, I had conceived a strong disgust for milk." The cow is a sacred animal to Hindus, but Gandhi's uneducated wife Kasturbai, who died in 1944, ingeniously provided a way out. "Surely you can have no objection to goat's milk," she suggested.

Gandhi followed her advice but has been remorseful ever since he started drinking goat's milk, even though the goat is not considered sacred by Hindus. "The ideal of truth," he stated, "requires that vows taken should be fulfilled in the letter as well as in the spirit. I have killed the soul of my vow by adhering to its outer form only, and that is what galls me."

Vows to Gandhi are something more than sacred. His life is governed by them. Early in his career he was troubled because he could not help regarding his wife as an instrument of his pleasure, something to satisfy his lust. When he was 36 he vowed to become completely celibate. His wife agreed. Today in his ashrams (colonies) residents must take a vow of celibacy, and husbands and wives must live together as brother and sister, which Gandhi claims is the ideal way for couples to live. "With the gradual disappearance in me of the carnal appetite, my domestic life became more and more peaceful, sweet and happy." His desires he found directly related to his food: milk was definitely a stimulant, so were spices and all nonsimple foods.

These experiments with man's body and man's appetite inevitably led Gandhi to his latest experiments in prescribing for illness. "Why have I got involved in nature cures in the evening of my life? Had I not enough work on my hands already?" he asked himself in his newspaper *Harijan*. (The title means *Untouchable*.) He answered himself: "If you hide this talent and do not make use of it, you will be a thief."

Characteristically Gandhi shouldered his "one more burden" with youthful vigor. Despite the fact that he was taking an active part in the Cabinet Mission's negotiations for India's freedom, conferring with more than a dozen principals daily, writing articles for his newspaper and carrying on a heavy correspondence, Gandhi found time to give lectures on the nature cure at his evening prayers every day for a week excepting Monday, his usual day of silence.

The nature cure, he explained to audiences ranging from 5,000 to 20,000, involves the composition of the human body, which is made up of five elements: earth, water, air, ether (space) and fire. Take earth, for example. Dry, finely powdered earth rubbed on the body cleanses the skin. Life comes from the sun. Sunbaths are good for children, and children should be made to gaze into the sun. As for air, people deprive themselves of its blessings by sleeping indoors, and they should sleep with their mouths open.

But the most important part of the Gandhi prescription—the part that cannot fail to appeal to deeply spiritual India—is the recitation of Ramayana. (Rama is a No. 1 god. Ramayana means simply saying "Rama, Rama, Rama" over and over.) "If someone suffers from surfeit," Gandhi says, "and wants to be cured of its aftereffects so that he can indulge himself at the table, Ramayana is not for him. Ramayana is for the pure in heart."

Dr. Gandhi's practice

During a recent trip to an Indian village named Uruli, Gandhi devoted three days to practicing the nature cure actively. His faithful head secretary Pyarelal recorded, "Patients began to come in the next morning. Gandhi examined five or six of them and prescribed to them all more or less the same treatment with slight variations—recitation of Ramayana, sunbath, friction and hip baths, a simple eliminative diet of milk, fruit and fruit juices."

"India," says Gandhi, "lives in her 700,000 villages—obscure, tiny, out-of-the-way communities. You cannot take to these humble people paraphernalia of highly qualified doctors and hospital equipment. In simple natural remedies and Ramayana lies their only hope."

As for himself, Gandhi has decided that death shall come late—and few Indians doubt that their miracle man will fail of his announced intention to live to the age of 125.

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RELIEF FROM
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THAT BURNING, ITCHING DISCOMFORT OF PRICKLY HEAT IS RELIEVED ALMOST INSTANTLY—AS YOU SMOOTH ON AMAZING NEW QUICCOOL POWDER. IT'S COOLING, REFRESHING, SOOTHING. QUICCOOL YOUR SKIN DAILY—AND AFTER EVERY BATH OR SHOWER—TO FEEL COOLED, REFRESHED AND COMFORTABLE LONGER—EVEN ON HOTTEST, STICKEST DAYS!



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SUFFER FROM IRRITATING, UNSIGHTLY PRICKLY HEAT, IN HOT WEATHER. MENNEN GUARANTEES YOU'LL FIND WONDERFUL NEW BENEFITS WITH QUICCOOL—PRODUCT OF WARTIME RESEARCH, USING FINEST, MODERN INGREDIENTS. USE QUICCOOL DAILY TO HELP PREVENT & RELIEVE HEAT RASH, PERSPIRATION IRRITATION, MANY OTHER SUMMER SKIN TROUBLES.

Guarantee

We are so certain that QUICCOOL will give you 100% satisfaction and is far better than anything you ever used, that we will give you **DOUBLE YOUR MONEY BACK** if Quicool is not better than anything you ever used for Prickly Heat, and does not give exceptional satisfaction. If dissatisfied, return Quicool tin, with your name and address, to—
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ALSO EXCELLENT FOR CHAFING, ITCHING, DIAPER RASH, INSECT BITES, ETC.

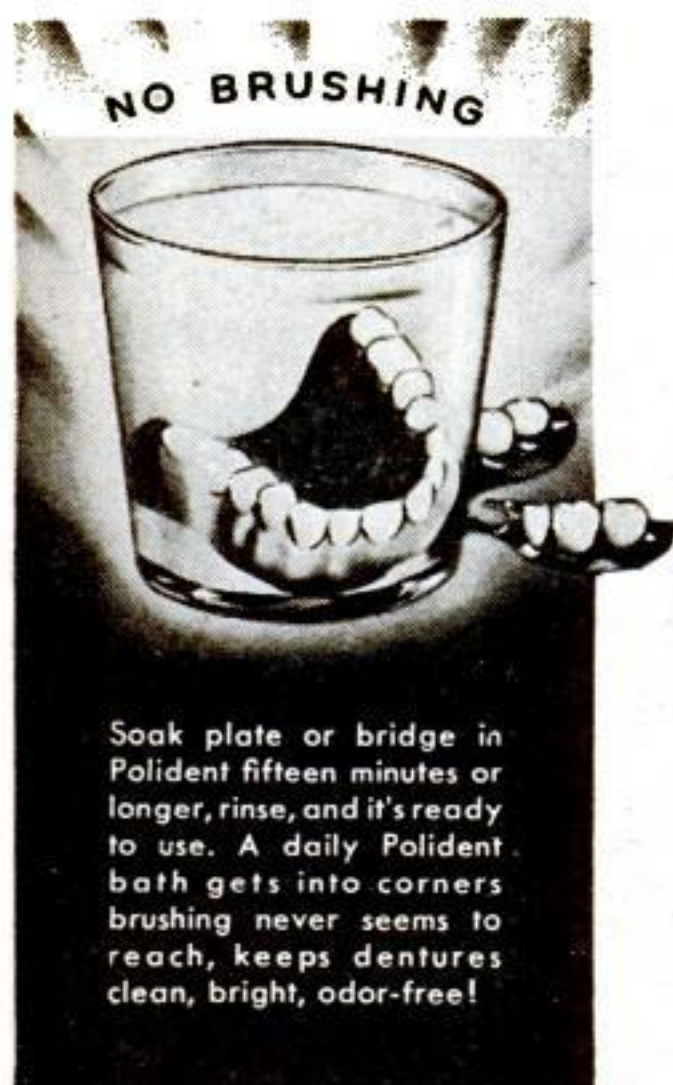


FALSE TEETH WEARERS

You can't Brush-Off
DENTURE BREATH



To Keep Your Plate or Bridge
Sparkling Clean and Odor-Free
Soak it Daily in SAFE—EASY Polident



Play safe! Don't try to brush-off DENTURE BREATH! Actually, the harder you brush your plate or bridge, the more you may offend.

You see, brushing with ordinary tooth pastes, powders or soaps may scratch your plate material. This material is 60 times softer than natural teeth. These easily-made scratches are traps in which food particles and film collect... causing offensive DENTURE BREATH.

So play safe! Avoid DENTURE BREATH this easy, brushless way. Just soak your plate or bridge daily in Polident solution. There's no brushing, so no danger. Costs less than 1¢ a day to use. 30¢ and 60¢ sizes of Polident at all drug stores.

Use POLIDENT Daily
TO KEEP PLATES AND BRIDGES
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LOOSE PLATES?

Amazing NEW CREAM Holds Even Lower Tight all Day

The makers of Polident have developed a new cream for holding false teeth tight. Its gripping power is so sensational that they guarantee you double your money back if it doesn't hold your plates tighter, longer than anything you ever tried before. If you have used old fashioned holding

powders and found that you had to apply them three or four times a day, didn't like their taste or messiness then new Poli-Grip is for you.

Pleasant to use, dainty and economical. With Poli-Grip you can laugh, sing, eat what you want without fear of embarrassment.

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The sea horse supporting Model Rita Daigle is a new plastic item made airtight, waterproof, rugged—by welded seams (pp. 75-76).

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Glider protects your face while you shave. It enables the razor's sharp edge to glide over your skin, cutting whiskers close and clean without scraping or irritating. It's quick and easy to use. Needs no brush—not sticky or greasy.

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Itching Feet, Red, Raw, Cracked, Peeling Or Soggy Skin Between Toes Or On Feet

FOOTSTEPS THAT PERIL THE WHOLE FAMILY

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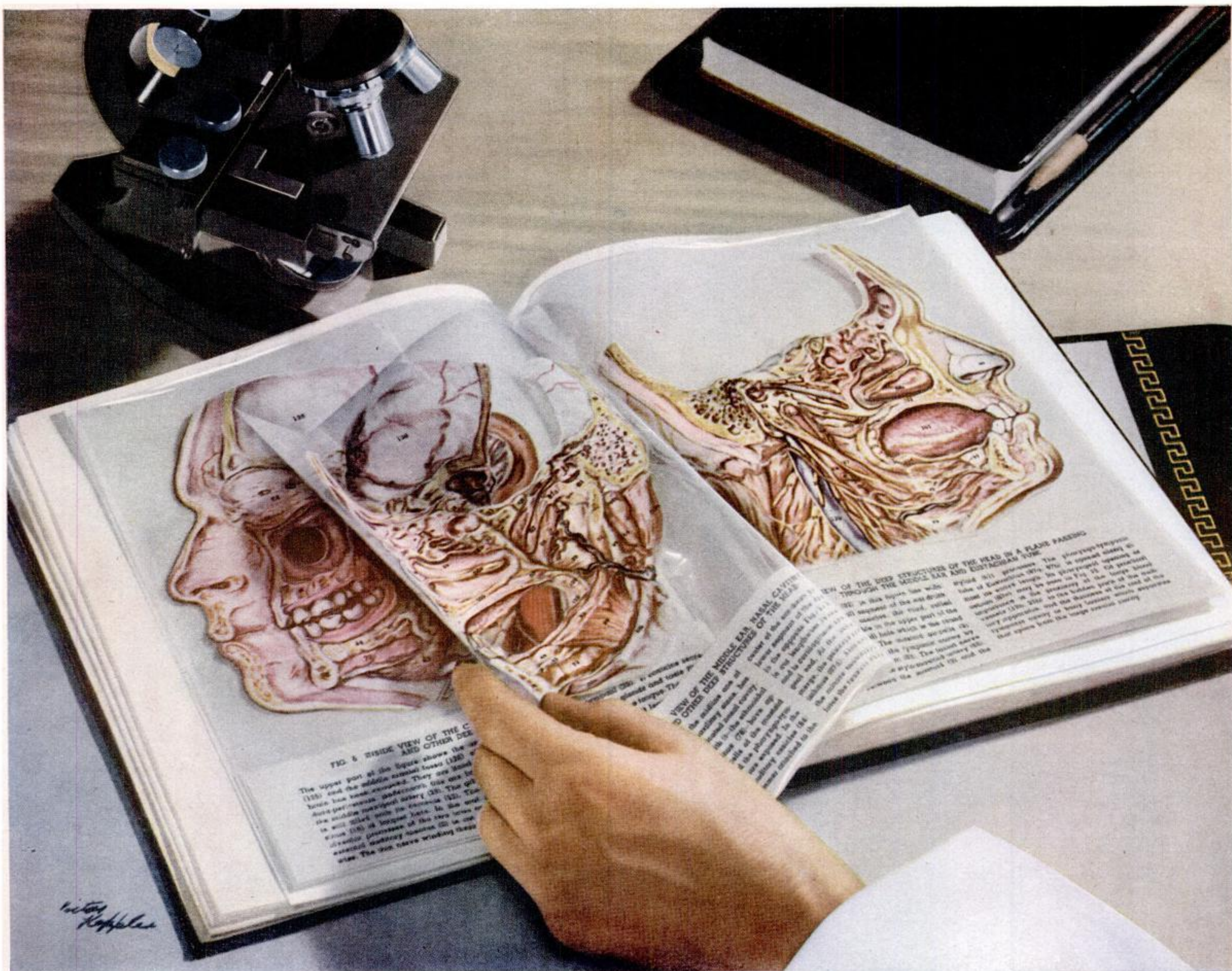
Danger lurks on every surface not hygienically clean. Don't let your feet and your family's feet be infected by the spores of this invisible enemy!

Use Dr. Scholl's Sulfa Solvex to help prevent Athlete's Foot and fight it if you have it. This remarkable new powder preparation of America's noted authority on diseases and deformities of the feet, contains the miracle drug, Sulfathiazole, so helpful in preventing as well as fighting secondary infections, frequently occurring in Athlete's Foot.

Dr. Scholl's Sulfa Solvex quickly relieves intense itching; kills the fungi it contacts. Helps heal red, raw, cracked or peeling skin between toes and on feet. 50¢ at Drug, Shoe, Dept. Stores and by prescription in states requiring it. Use exactly as directed.

Dr. Scholl's SULFA SOLVEX





"The Human Ear in Anatomical Transparencies," available August 1st, 1946 at leading book stores or through T. H. McKenna, Inc., Medical Book Distributor, 882 Lexington Avenue, New York. \$10.50 in U. S. A.

SO THE WORLD MAY HEAR BETTER—

AT A TIME in history when medical science can do more than ever before to prevent and correct impaired hearing, the need for such help has correspondingly increased. Around the world, millions of wartime hearing casualties have been added to the many millions whose hearing was previously impaired. And the ever increasing importance of sound in our daily life has made good hearing more than ever essential to the full richness of modern living.

The Sonotone organization, which for 14 years has pioneered in the crusade for better hearing, and which has carried on the most extensive research on the improvement of hearing instruments, welcomes this opportunity to make a vital contribution to medical progress by sponsoring the publication of "The Human Ear in Anatomical Transparencies".

This book is probably the most graphic and complete anatomy of the ear ever produced. It is the first to illustrate the anatomy and mechanism of the ear by the brilliant new three-dimensional transparency method. It was planned and written to offer the fullest authoritative information by Stephen L. Polyak, M.D., distinguished Professor of Anatomy at the University of Chicago. Its 20 anatomical color transparencies and over 60 additional text illustrations, many in color, were prepared by Miss Gladys McHugh,

medical illustrator of the University of Chicago Clinics, and artist of the companion work, "The Human Eye in Anatomical Transparencies". The plates were painted from dissections prepared under the direction of Delbert K. Judd, M.D., Assistant Professor of Otolaryngology, University of Chicago.

In text and illustration "The Human Ear" describes with remarkable clarity not only the detailed anatomy of the intricate auditory system, but particularly its close physical and functional relation to other structures of the head. Minutely accurate, large color paintings of a comprehensive series of sections through the head are placed precisely one over another on successive transparent pages, thus fully revealing the related anatomy of the head and the organs of hearing.

A second series of color transparencies portrays the complex organs of the middle and inner ear, magnified three times for close three-dimensional study.

This book should prove extremely valuable to schools and libraries for instruction and reference, and to professional men in reviewing and explaining the anatomy of the ear. The sponsors further hope that this publication will assist otological research and so bring increasing help to those whose hearing is impaired.



"The Human Ear in Anatomical Transparencies" is a companion book to "The Human Eye in Anatomical Transparencies", which is now in its third printing.

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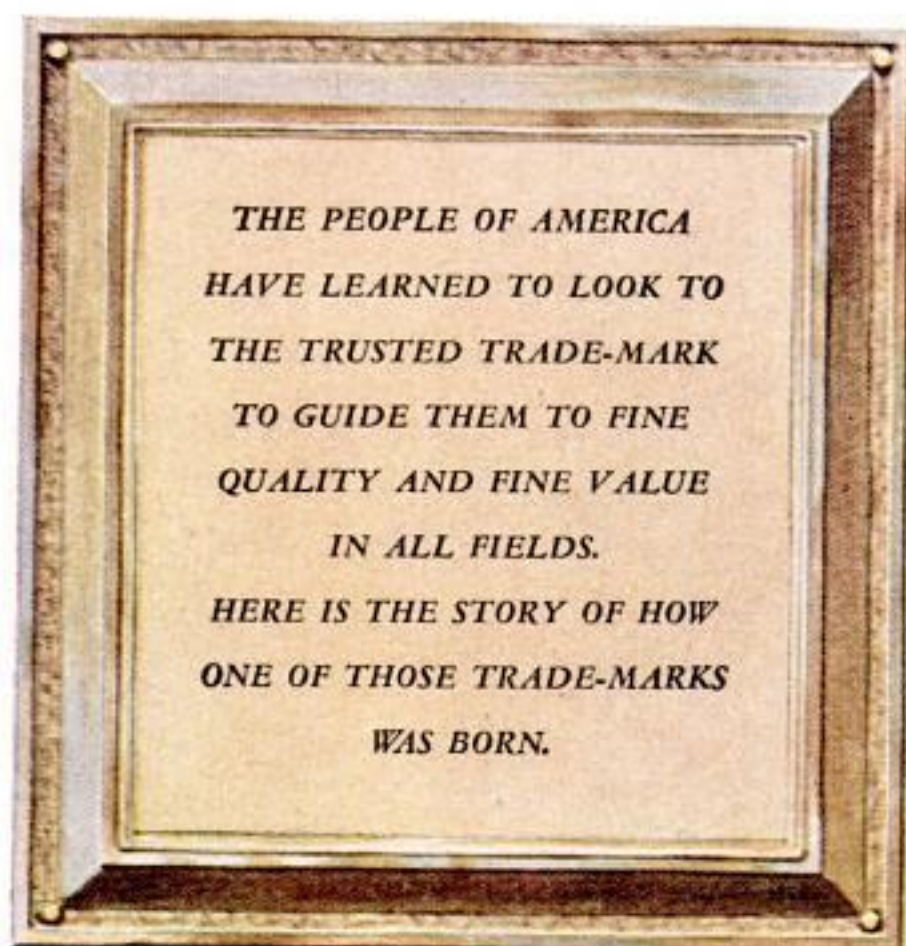
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How the GREEN GIANT was born

The story behind the big "corn-and-pea" man on your grocer's shelves



Paul Bunyan, legendary giant of America's Northland.



The giant in Grimm's Fairy Tales was always a dramatic fellow.



The Indian symbolizes the spirit of Hiawatha-land, birthplace of our products.

IN the early days of our company when we were pioneering new quality ideas in peas and corn, we knew we needed a distinctive mark so people would recognize them.

Our "Good Earth" was in the North Country where giant Paul Bunyan did his mighty deeds.

The giants of Grimm's Fairy Tales added an adventurous storybook note which we thought was interesting.

Then we borrowed from the Indian Spirit of Hiawatha-land.

We put them all together and the jolly Green Giant was born—a big fellow from the Northland, with Indian blood in his veins. That's his family tree.

Now, food lovers know he stands for corn and peas "picked at the fleeting moment of perfect flavor."

Since those early days, the Green Giant has been printed millions of times on our labels and in advertisements like this one.

To us he says, "Keep up and improve the standards I represent." . . . To people who love good food he says, "Come on and eat."



We put all these characters together and developed the jolly Green Giant. We made him green to express the fertility of the soil. Today he is America's best-known trade-mark of fine corn and peas.



GREEN GIANT PEAS
BRAND

NIBLETS WHOLE KERNEL CORN
BRAND

NIBLETS MEXICORN
BRAND

DEL MAIZ CREAM STYLE CORN
BRAND

Minnesota Valley Canning Company, Headquarters, Le Sueur, Minnesota; Fine Foods of Canada, Ltd., Tecumseh, Ontario.

"GREEN GIANT," "NIBLETS," "MEXICORN" AND "DEL MAIZ" BRANDS REG. U. S. PAT. OFF. © MYCCO.

*He's a fellow you can trust
His address is your grocer's*

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LIFE'S PICTURES

In the past three months Lisa Larsen has had nine stories in LIFE. The latest is the visit to Yaddo on pages 110 to 113. Miss Larsen, who graduated from college six years ago when she was 17, has been taking pictures professionally for four years. She became a photographer because she wanted to travel on scientific explorations. Now a free-lancer, she takes along four cameras on each assignment, is fond of jobs which call for frantic haste.

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HOW A MAN OR WOMAN CAN RETIRE AT 55 ON \$150 A MONTH

"LIFE looks mighty good to me today. I'm driving to Florida, maybe Mexico. I'm free to do the things I've always dreamed of doing—golf, fish, laze around a beach somewhere. For, you see, I'm retired now—with a check for \$150 a month, every month, as long as I live.

"Strangely, I owe my luck to the crash and the depression sixteen years ago. When the bottom dropped out of the market, I still had a good job, but my savings were wiped out.

"Up till then, I'd looked forward to having enough to retire on some day. But in '29, I was forty. With almost half my working years gone, I would have to start over again.

"And suppose I could save enough, how would I invest it? I'd already learned how little I knew about stocks.

"About that time, Jim Fisher, who worked in our office, announced he was retiring. I told him how I envied him—and how hopeless it seemed for me to ever afford to retire.

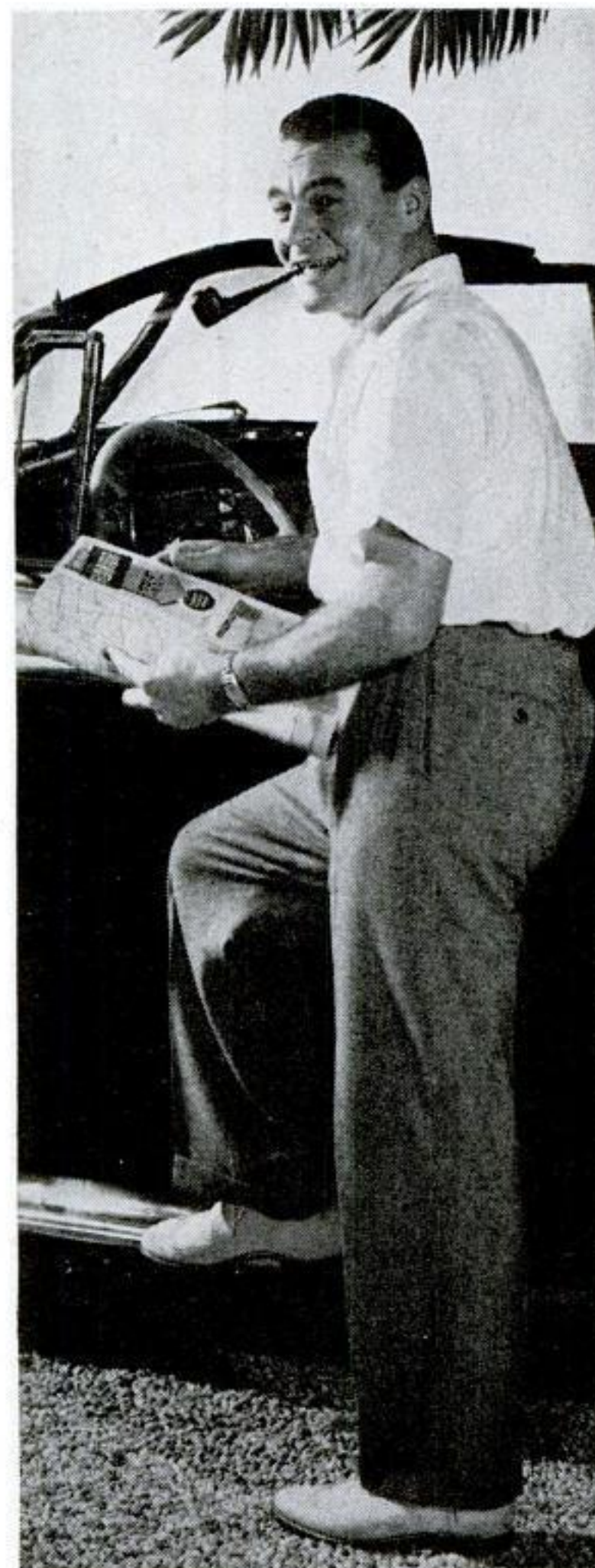
"But Jim said something that surprised me. 'You know, you're luckier than I am. You can retire—easier than I did. You can plan now to get a guaranteed income, with no investment worries, when you're, say, 55. For men in their forties—or younger—there's a modern answer to the retirement problem. You needn't be rich. You needn't have a lot of money saved.'

"I asked him what the answer was. He said, 'It's called the Phoenix Mutual Retirement Income Plan. It's a way you can make part of your salary now buy you a retirement income later. There's only one secret—starting in your forties—or sooner!'

"I jotted the name on my calendar pad, and, after Jim left, I wrote to Phoenix Mutual. Back came a booklet telling all about Retirement Income Plans. This was the answer for me!

"Not long after that, I qualified for a Phoenix Mutual Plan. And what a feeling of security it gave me. It guaranteed \$150 a month, every month, starting in 15 years. Meanwhile, till I reached retirement age, it protected my family with life insurance.

"Those fifteen years have gone mighty fast. A while ago, I got my first



Phoenix Mutual check and retired! Thanks to my Phoenix Mutual Plan, I have no money worries."

Send for Free Booklet

This story is typical. Assuming you start at a young enough age, you can plan to have an income of \$100 to \$200 a month or more—starting at age 55, 60, 65 or older. Send the coupon and receive, by mail and without charge, a booklet which tells about Phoenix Mutual Retirement Plans. Similar plans are available for women.

Don't delay. Send for your copy now.

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PHOENIX MUTUAL

Retirement Income Plan

GUARANTEES YOUR FUTURE

PLAN FOR WOMEN

PHOENIX MUTUAL LIFE INSURANCE CO.
666 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, describing Retirement Income Plans for women.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

PLAN FOR MEN

PHOENIX MUTUAL LIFE INSURANCE CO.
666 Elm Street, Hartford 15, Conn.

Please mail me, without cost or obligation, your illustrated booklet, showing how to get a guaranteed income for life.

Name _____

Date of Birth _____

Business Address _____

Home Address _____

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**“mm-m-m! it always tastes better
in these nice clean *DIXIE CUPS*”**

You can't fool these youngsters. This pigtailed job, for instance, knows a good thing when she meets it. Not just the soda—but the cup end of the double feature. A Dixie is individual—nobody else has ever used it . . . Any drink *tastes* better in a Dixie Cup because you *know* it's clean.



ARRANGED LIKE REGIMENTED SLEEPERS, SAILORS ON A CRUISER IN THE OPERATION CROSSROADS TASK FORCE SHIELD THEIR EYES AGAINST FLASH OF THE BOMB

BIKINI'S ATOMIC BOMB

Just before "Mike Hour" on the morning of July 1, the time when the fourth atomic bomb was dropped over 73 old ships at Bikini Atoll, observers put on protective glasses or turned away and covered their eyes (*above*). Released from the B-29 *Dave's Dream*, the bomb fell exactly on schedule. It missed the paint-splotted target ship *Nevada* by a few hundred yards but it fulfilled its purpose: to determine how much damage an atomic bomb exploded in the air could do to ships.

At first the atomic explosion seemed to have fallen short of its dire advance notices. Said Professor Simon Alexandrov, a Russian observer,

"Not so much." Only four ships had been sunk. But later the details of destruction piled up. While Vice Admiral W.H.P. Blandy and Secretary of the Navy James V. Forrestal looked on, the Japanese cruiser *Sakawa* sank with a moist sigh. Many of the other ships were twisted and strangely blackened. None had completely escaped damage. The effect of the bomb on the goats, pigs, rats and bedbugs which had been placed on the ships was capricious but many of them died. No matter how much secret evidence of such effects was finally released, man's first estimate of the bomb's frightening destructive power had merely been restated.



AFTER THE FLASH men on cruiser turn around to watch white cloud of the bomb climb into the sky.



NEAR ITS GREATEST HEIGHT THE CLOUD IS A COLUMN OF WHITE ABOVE THE PACIFIC. OTHER ATOMIC CLOUDS WERE GRAYISH BECAUSE OF DIRT THEY KICKED UP

CLOUD RISES OVER ATOLL WHITER BUT NOT SO TALL AS THREE EARLIER CLOUDS

The feature attraction of Operation Crossroads was the atomic bomb cloud. As at Alamogordo, Hiroshima and Nagasaki, this was an immense, luminescent pillar which sprouted majestically after the bomb's first flash. In nine minutes it had climbed to 24,000 feet. At 30,000 feet it stood still and began to drift in the wind.

The height of the cloud was disappointing. At Nag-

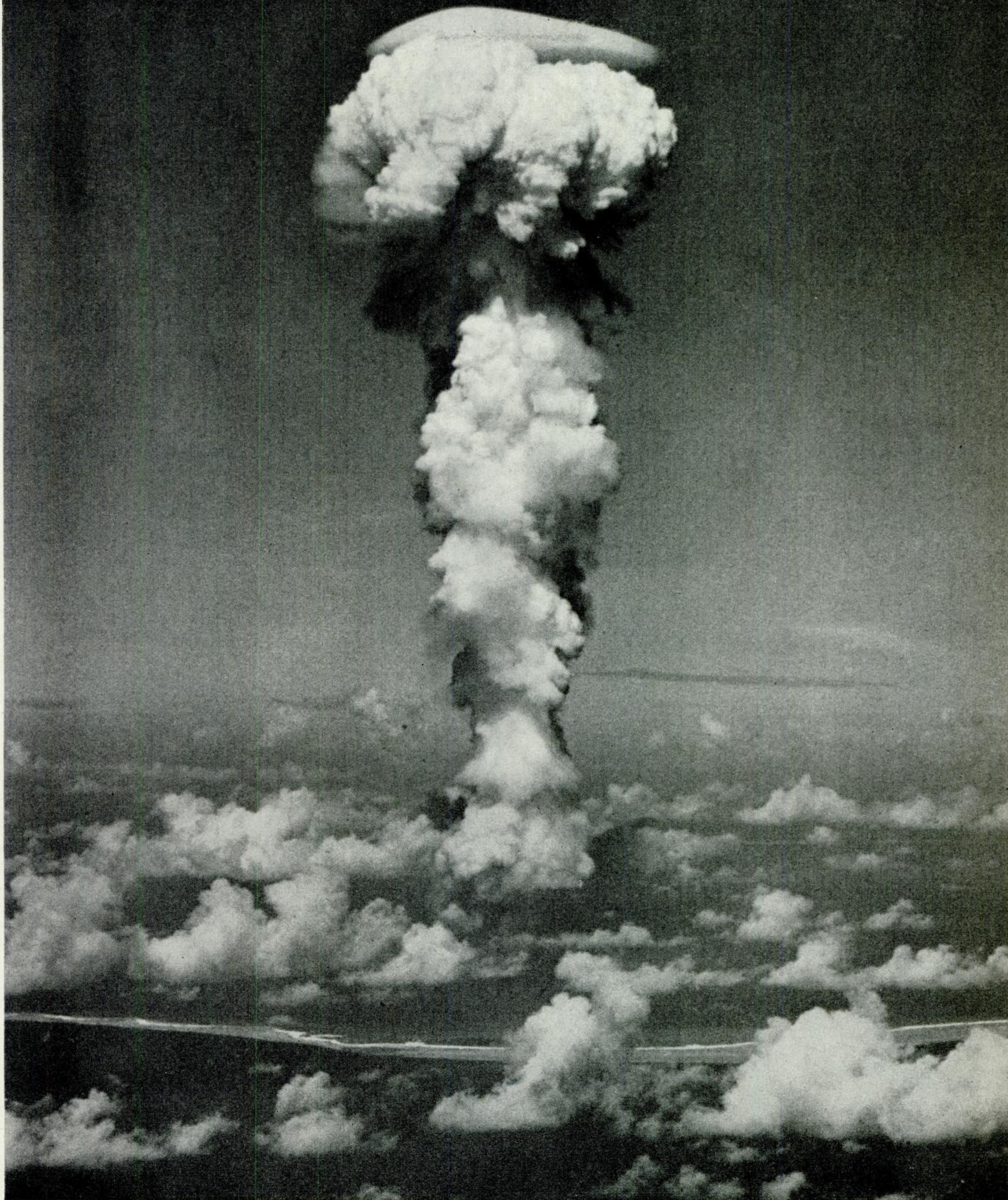
asaki it had risen more than 60,000 feet. Dr. Roger Warner, leader of the scientists who had assembled the bomb at Kwajalein, said nevertheless that there had been "a high-order explosion." Colonel Ben G. Holzman, the Operation Crossroads meteorologist, had a less scientific but more satisfying answer. Asked why the cloud had not risen higher, he said, "I guess this one just didn't have enough poop."



FIRST PUFF pushes above a layer of cumulus cloud at 1,800 feet. The sky is darkened by filter LIFE's Frank Scherschel used in an attempt to photograph bomb's flash.



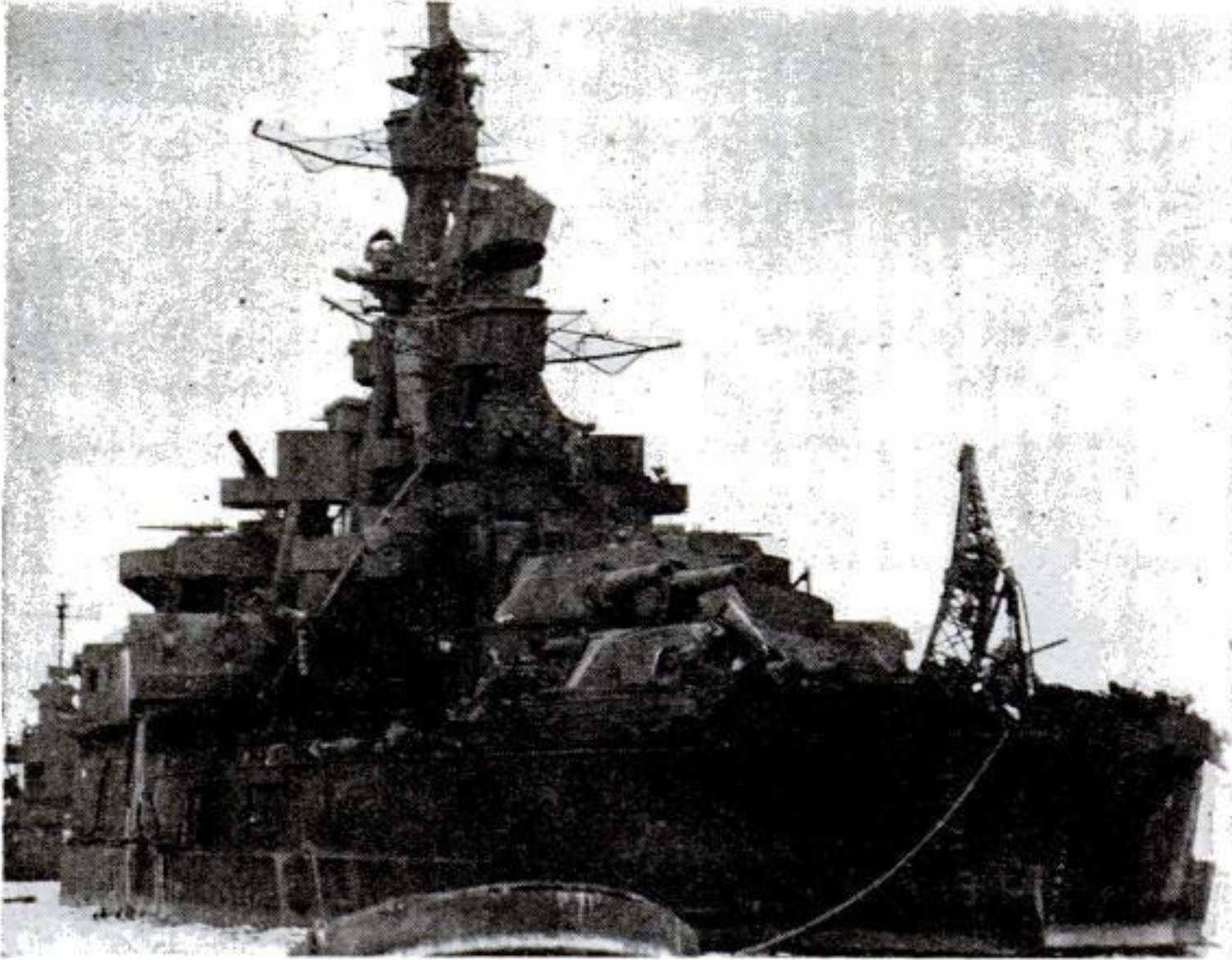
DRIFTING DOWN-WIND, the cloud is slowly dissipated. B-29 search planes with special instruments traced its radioactive gases to the northeast during following night.



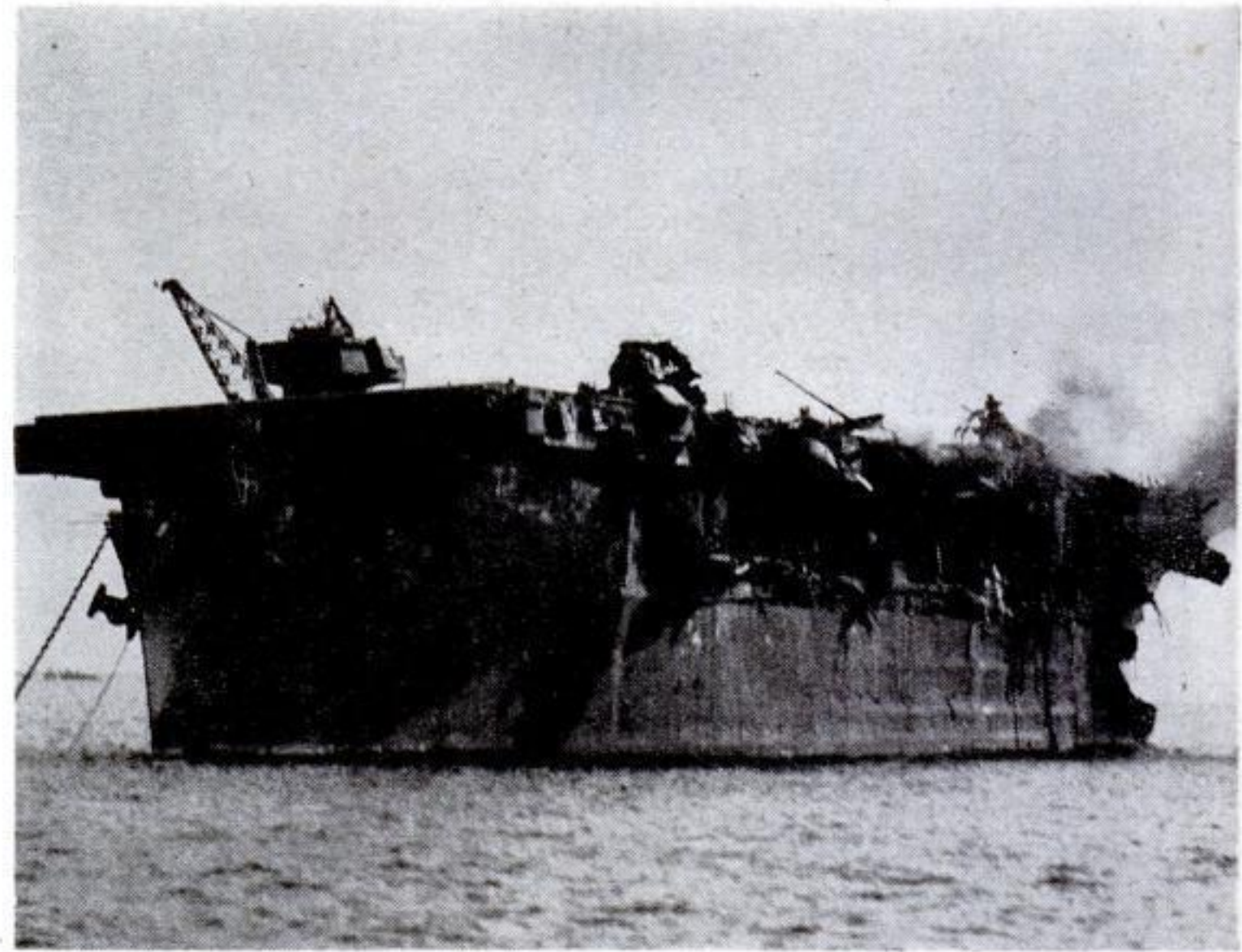
STILL GOING UP six minutes after the explosion, the great column towers 18,000 feet above the cloud-covered Bikini lagoon. Just above the column is a thin white cap of

cloud, formed when moisture contained in the hot blast which rushed upward from the explosion condensed into ice crystals. This cloud blended into the column as it rose.

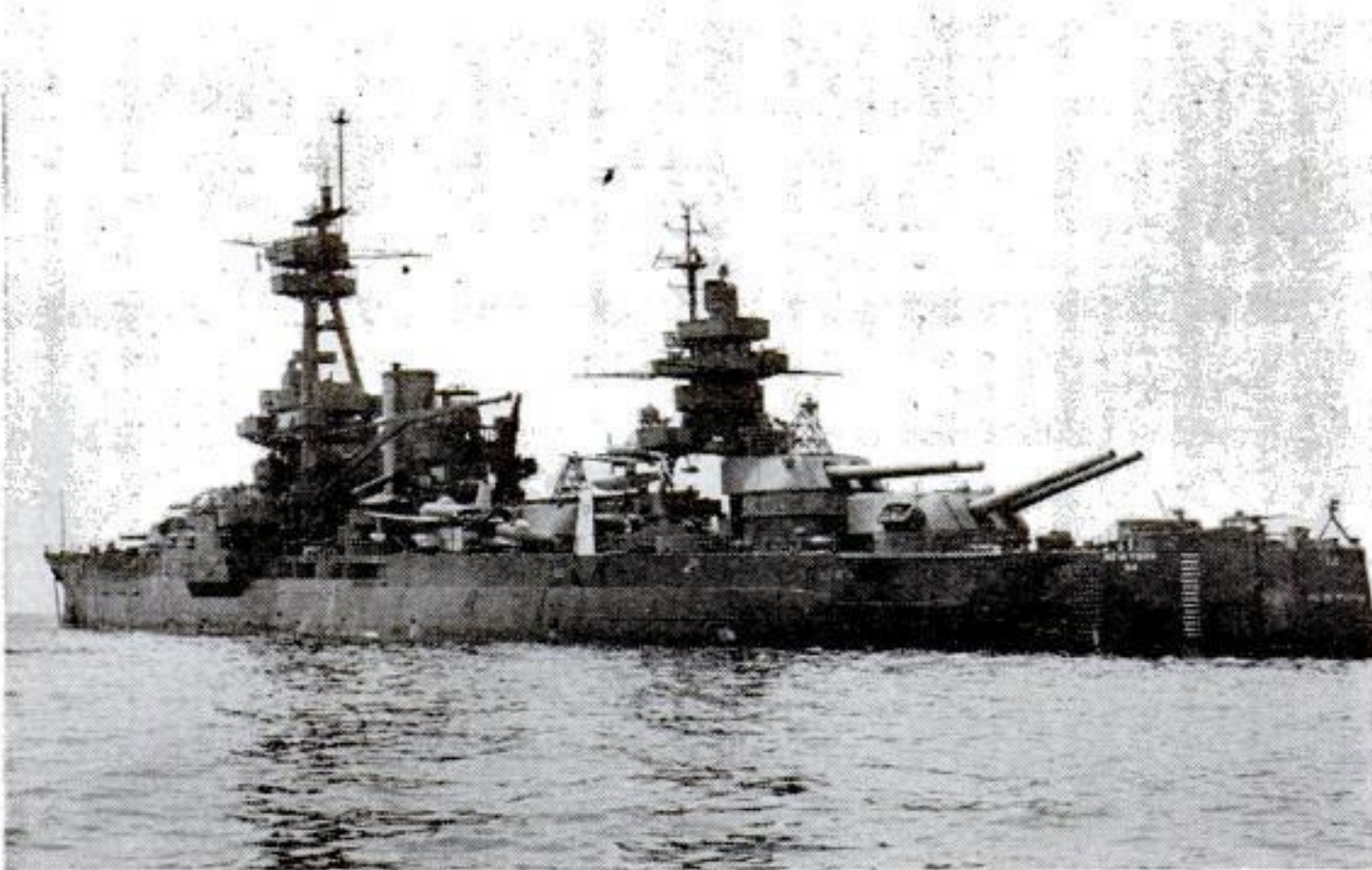
EFFECTS OF THE BOMB VARIED BUT FEW SHIPS IN TARGET ARRAY ESCAPED DAMAGE



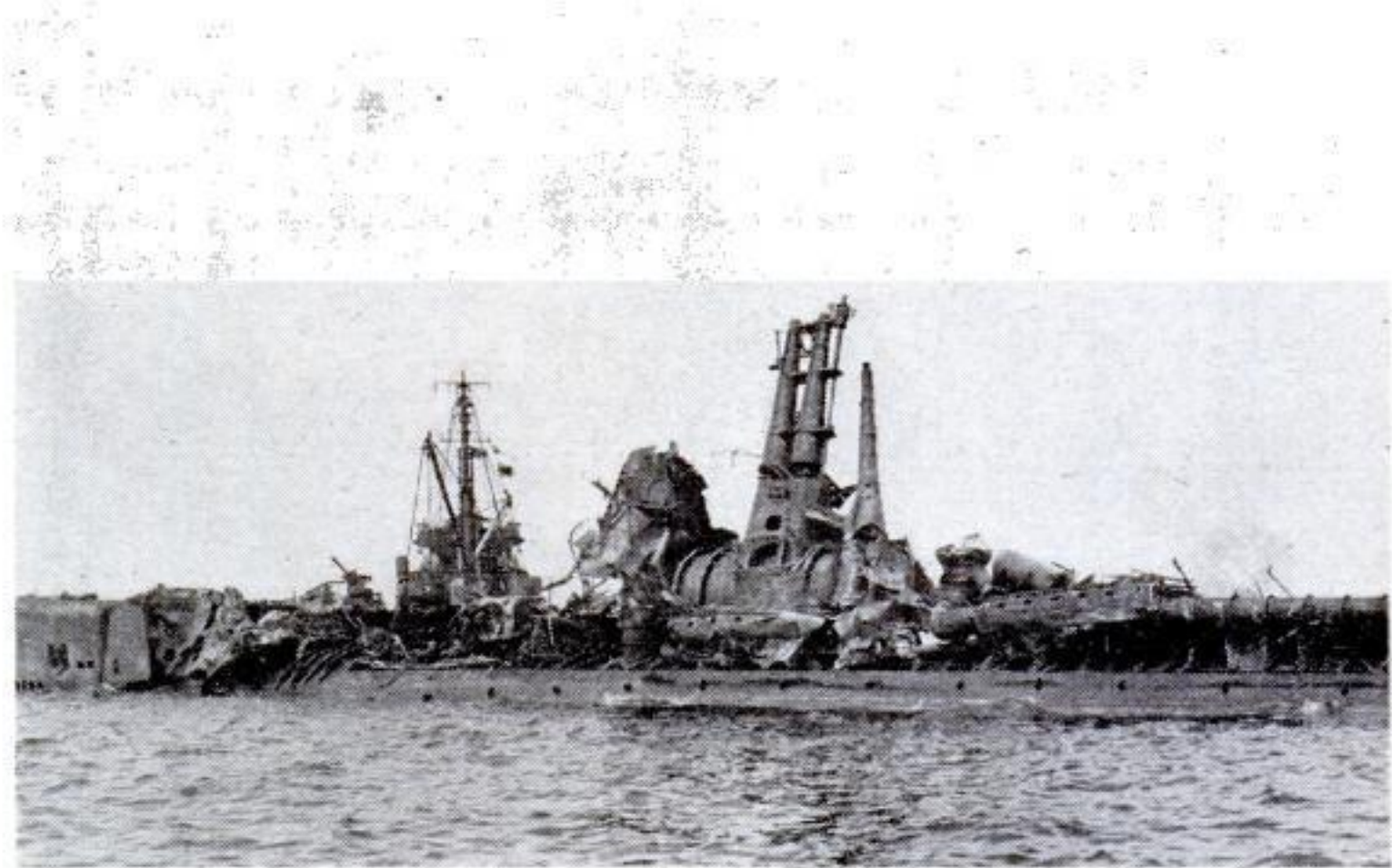
BATTLESHIP "NEVADA" was heavily damaged in the superstructure. Her stack is crushed against the tripod foremast, demonstrating that the bomb exploded astern. Her bright red paint had been largely burned off. Near the stern stands a wrecked Army duck.



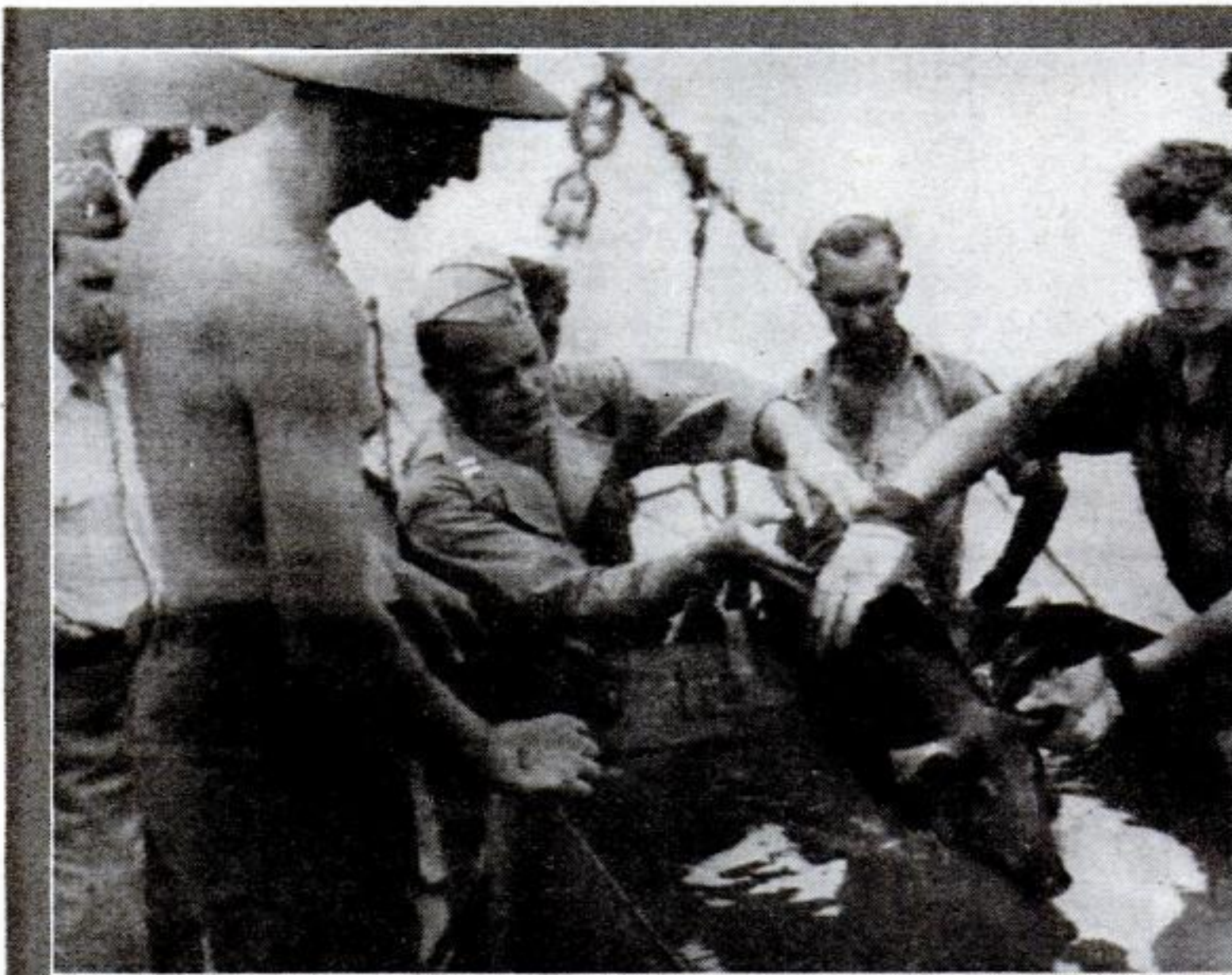
CARRIER "INDEPENDENCE" was set afire by the bomb, burned fiercely because of her load of gasoline and torpedoes. Blast pressure has blown the plates of her hull in against framework. Fire fighters were kept away at first by radioactivity in the water.



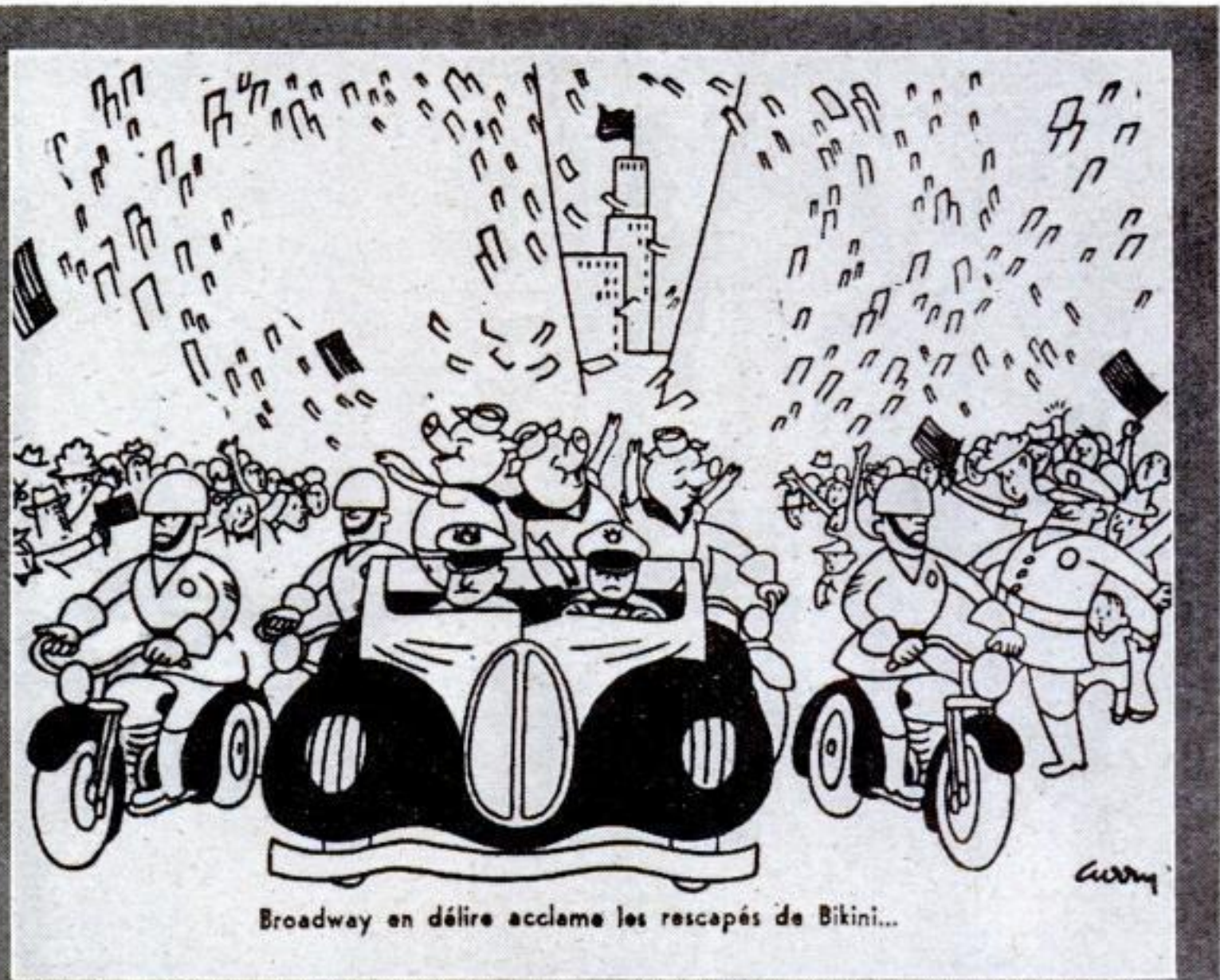
BATTLESHIP "NEW YORK" was little damaged. Her paint appears not to have been scorched because the side facing the camera faced away from the blast. Her other side is blackened. Departing crew wrote on her superstructure, "Old sailors never die!"



SUBMARINE "SKATE" was hit hardest of the ships that remained afloat. Her conning tower was largely swept away and heavy periscope housings bent. *Skate* was later run aground on a deserted Bikini beach because she was found dangerously radioactive.



PIG IS BATHED to remove possibly radioactive dust after it has passed through the atomic explosion. Pigs were chosen for experiments because their skin is almost human.



PIGS ARE CHEERED in Paris cartoon which illustrates whimsical French attitude toward test. Caption reads, "Broadway deliriously acclaims Bikini survivors."



BATTERY OF CAMERAMEN line up at their battle stations in one of the 73 planes which were in the air over Bikini at the time of the atomic explosion. Almost every con-

ceivable kind of photographic equipment was used to record the effects of the test, from giant telephoto lenses to Fastax cameras which can make up to 8,000 pictures a second.

TIPPING

THE OLD THIN DIME ISN'T WHAT IT USED TO BE. A NATIONAL NUISANCE SHOULD BE ELIMINATED

By the usual rules governing editorials we really should expound this week on the bomb, price controls, the Foreign Ministers in Paris or some equally vital aspect of the world's news. Instead we are going to turn aside for a moment to ask what has happened to the thin dime as the standard American tip.

A Modern Evil

It may surprise some to learn that until the turn of this century tipping was by no means a common bedevilment in America. In New York and a few other metropolitan centers there was some tipping, but by and large travelers from Europe were pleasantly amazed to find so little tipping here. One such visitor, John Fowler, Englishman, wrote of stopping in an upstate New York town. The charge for supper, lodging and breakfast astounded him: "Total, 81¢; waiter, 0; chambermaid and boots, ditto; and civility and thanks into the bargain."

But like the English sparrow, Russian thistle and other foreign nuisances, tipping was imported from Europe and it thrived here. The time-honored custom of tipping overseas began as a genial gesture, as the French word *pour-boire*, or literally "for drink," implies. The English word "tip" may derive from "tipple," although it more probably comes from a London coffeehouse custom of two centuries ago when the words "To Insure Promptness" were written on notes to the waiter, with coins attached. Later just the initials T. I. P. were used.

At first tipping in America was mild enough. It operated under a sort of 10% law, which had an authority almost equal to the gold standard. Under the 10% law a man could take leave of practically any restaurant in the U.S. in the knowledge that the dime he had left under his dish for the businessman's blue-plate special, and the other dime he had left with the hat-check girl, had adequately discharged all subsidiary social and economic obligations. A nickel was no curio to the bootblack; barbers judged the dime a worthy coin. Indeed the thin dime, which the late John D. Rockefeller's press agents endowed with a certain philanthropic aura, was for many years the standard American tip, rewarding a wide variety of marginal services and giving rise to no hard feelings.

In smaller communities the dime is still handed about. But when the General Federation of Women's Clubs held their convention in Chicago recently, it was an item of news that the good ladies were tipping only dimes. By and large the quarter now seems to have taken over from the dime. New York cab drivers have been known to hand back a dime with the time-honored insult, "Here, bub, you need this more than I do." Waiters, too, are enjoying prosperity. In one New York nightclub they have been running between \$100 and \$200 a week in tips. The headwaiter has been taking in between \$300 and \$600 a week. Of course much of that is bribe money for good tables donated by those who are not only hell-bent on throwing their

money away but also determined to pay for the privilege. And tips like that will sound fantastic to Molly at a Kansas City hamburger counter. Even there, however, the dime is no longer sacrosanct.

In 1941 the *Travel America Guide* published a scale of tipping, cooperatively compiled by hotelmen and travelers. Tips such as 10¢ to 25¢ for barbers, 20¢ for doormen and 10% to 15% of the check for waiters were said to be insurance of good service. Now, however, it is recommended that this scale be upped 25% to 50%. It is little wonder that business firms with many travelers on the road reckon tips as a consequential item in the yearly budget.

LIFE's travel department recently made a nationwide survey of the trend in tipping. While it was found, of course, to be generally up, a few places were reported as holding on to their good sense. In Denver only tourists tip doormen and taxi drivers. St. Louis taxi drivers still manage a smile for a dime tip. Moreover it was found that in the smaller communities people engaged in the service trades that are ordinarily tipped regard themselves as small businessmen. No more would the bank clerk tip the barber than he would expect a tip for cashing the barber's check. There is a truly democratic relationship, not the tossing of a coin to a groveling servitor. The survey also found that people usually tip Negroes more generously than whites, thereby trying to rectify by a sort of charity an economic injustice that should be righted by principle.

A Cumshaw Economy?

Tipping tends to further stratify the social structure. It places a price tag on servility—or scurrility. It has spread a sort of intimidation, illustrated by the familiar story of the hat-check girls without pockets in their uniforms, who work for a fixed sum while a concessionaire grabs their tips. There is little joy in tipping when both parties know that the smile greeting the quarter on the counter is a phony. The stunt of buying a \$5 hat and then keeping track of how much it costs to check it during a year is a familiar feature-story gag. But still it goes on. The Statler Hotel chain during the Depression had signs in their checkrooms saying, "You don't have to buy your hat back at a Statler Hotel." But after 1938, when money got freer, people ignored the sign, so Statler abandoned the policy. Hat-checking may seem like a minor racket, but in a recent income-tax case in New York it was charged that Henry Lustig of the Longchamps restaurants personally pocketed hat-check tips that amounted to several thousand dollars a week. It is reported that, as a result of the Lustig case, internal-revenue agents are checking up on New York restaurant and nightclub concessionaires to find out if they are reporting the harvest of tips on their tax returns.

A worse indictment of tipping is the fact that it causes living standards of large and im-

portant groups of workers to reflect with immediate and often acute sensitiveness every fluctuation in the state of business. One day waiters and redcaps, barbers and bellboys are princes—the next, paupers. And now this tipping blight is reaching a new nadir as prosperous Americans bring more and more workers under tipping's Jolly Roger. All this could go on, given a stretch of lush times, until, conceivably, we duplicated the fantastic Chinese custom of the squeeze by which each man in the chain of services would add his tariff until we wound up with an Occidental lesson in the hidden horrors of a cumshaw economy.

Nontipping

Fortunately there are a few signs of reversal of the present trend toward tipping. Last month R. J. Bowman, president of Pere Marquette Railroad, in taking over operation of the line's dining cars from the Pullman Company, outlawed tipping of the new white waitresses on his road. It was, he said, an effort to abolish a "tyranny of custom." It was an idea pretty hard to sell at first. The no-tipping rule seemed too good to be true, especially as service and courtesy actually improved. But now it is catching on.

Mr. Bowman hopes his trail blazing will lead to "a much larger relief of the harassed traveler." Many will join him in that hope. His stand is a far cry from that of Robert Todd Lincoln, who, upon becoming head of the Pullman Company, called the porters around him and told them they need not worry at not receiving wages because, by rendering special services such as shining shoes and brushing people off, they could always depend on good tips.

Unions are trying to eliminate tips as a factor in wage discussions. The effort, and it should be hailed, is to get proprietors of service industries to include proper pay for their help in their stated prices, lifting their employees above the whim or meekness of the spending public. If this laudable notion really takes hold, we may look forward to receiving from our waiters, doormen, bellboys and taxi drivers the same courteous attention that we do from the much appreciated airline hostesses. They serve the traveling public in the cheerful name of competition and service. We might even generally recover those happy days of our British visitor when there was "civility and thanks into the bargain."

PICTURE OF THE WEEK: ➡

The mother and the father of the famous Anglo-American quads finally met last week, after a separation of 15 months, in front of a little house in Elmhurst, Long Island. William ("Red") Thompson, an ex-U.S. staff sergeant, had come from Pittsburgh to meet Norah Carpenter, who had flown from England with the three survivors of the quadruplets she had borne him. Divorced by his American wife on grounds of "indignities," Thompson was to bring Miss Carpenter and their 28-month-old children, Michael, Maureen and Madeleine, back home to Pittsburgh, and there he would marry her.

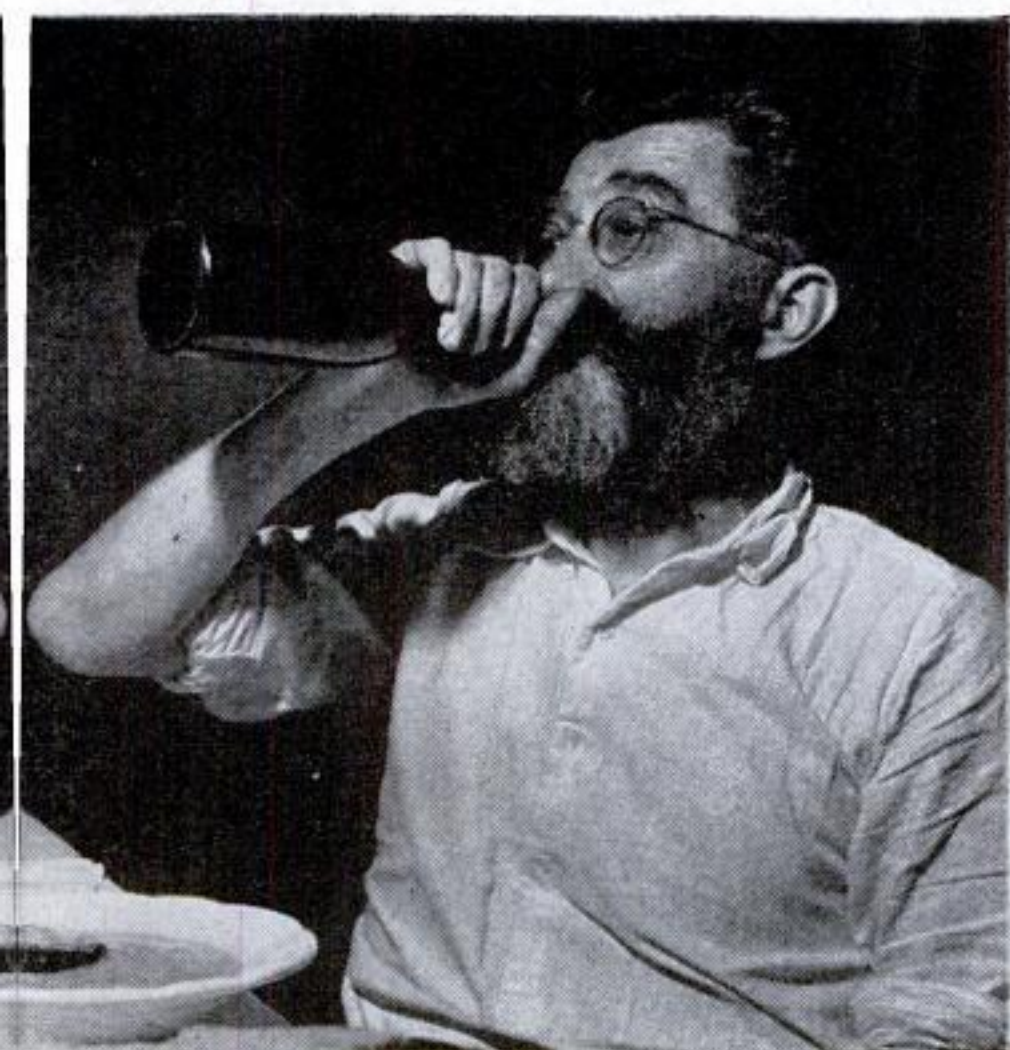


EX-GI GREET'S BRITISH BRIDE-TO-BE
AND ONE OF THEIR FAMOUS QUADS AS
ANOTHER PEERS FROM THE TAXICAB



DRAJA MIHAILOVICH calmly smokes his pipe and peers from behind his thick glasses and wiry beard during his trial in Belgrade. These pictures, showing him alert

and well, were taken by LIFE Photographer John Phillips. They tend to disprove the rumor that he had been doped with mascaline, a Balkan drug, to make him admit guilt.



HE DRINKS BOTTLED BEER WITH LUNCH IN HIS CELL

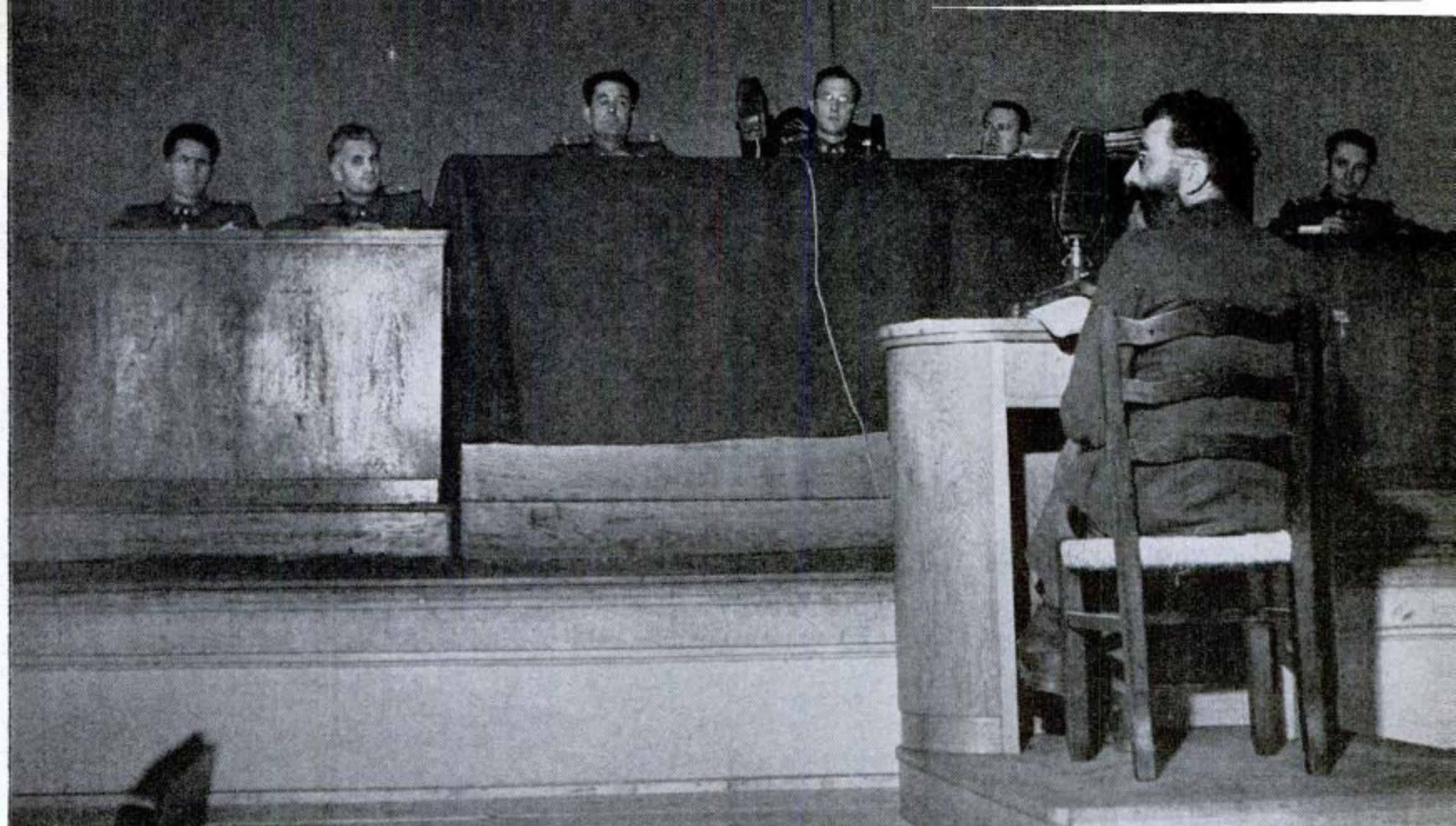
MIHAILOVICH

Chetnik leader fights for his life
before open Yugoslav court-martial

Last week in a sweltering Belgrade court the trial of Draza Mihailovich, accused by Marshal Tito's government of having collaborated with the Axis, drew toward its end. Even before the trial started, Tito had passed judgment: "His crimes are far too big and horrible to permit discussion of whether he is guilty or not." Out of court the Chetnik leader looked happy enough and was gaining weight. But on the stand he seemed broken in spirit. His testimony showed that he had wanted the Allies to win but that he had lost control over his subordinates, many of whom he now openly accused of fighting with the Axis powers against Tito. He himself admitted that he had several times "contacted" or received some supplies from the enemy. Though the court refused to allow either U.S. or British witnesses to testify for Mihailovich, the trial was open to the press and a thousand spectators.

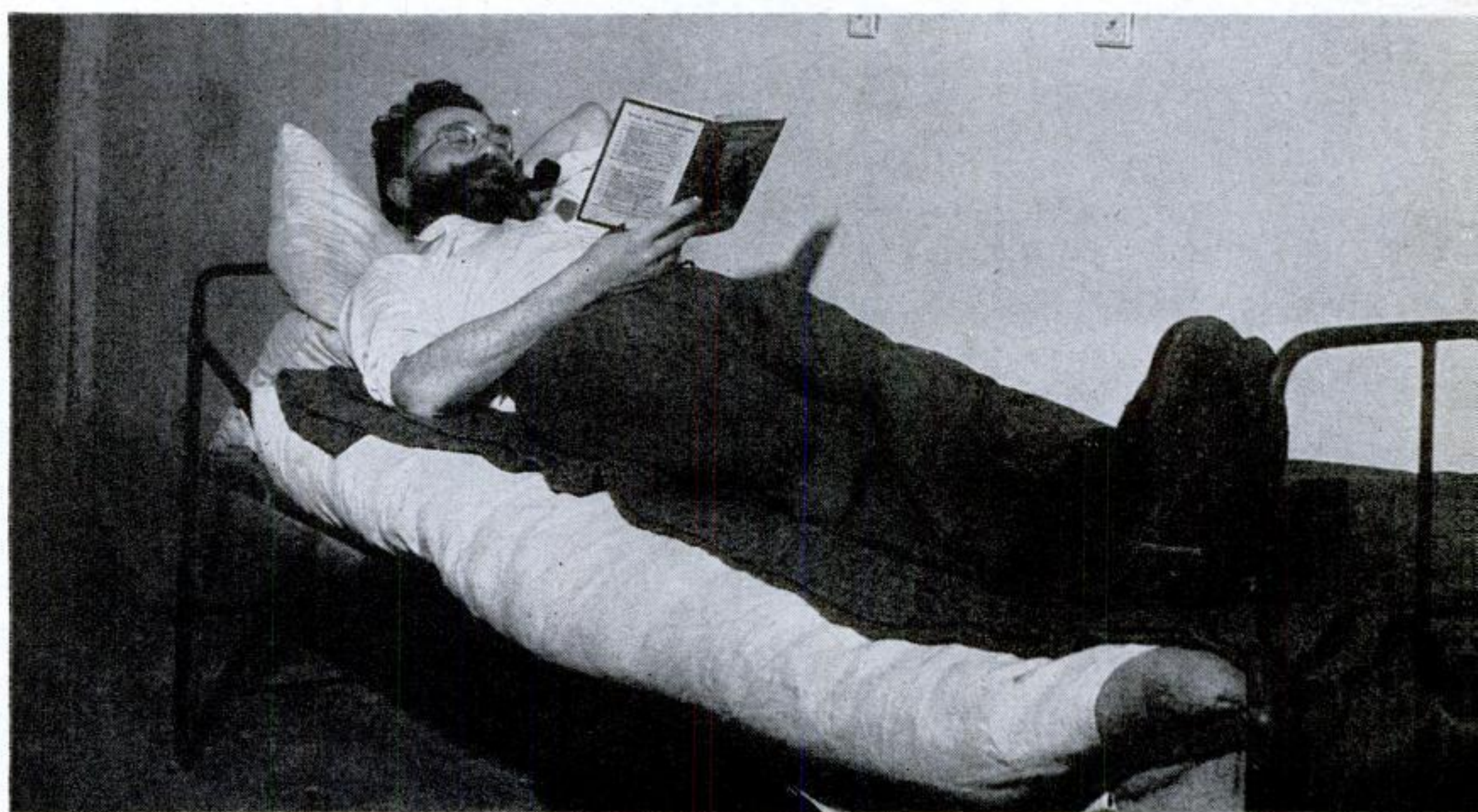


LUNCH of bread, ham, mashed potatoes and cucumbers is brought to Mihailovich. He may order what he wants.



ON THE WITNESS STAND Mihailovich sits facing the three Army judges on the dais who will sentence him. Two majors, serving as alternate judges, are at far left and

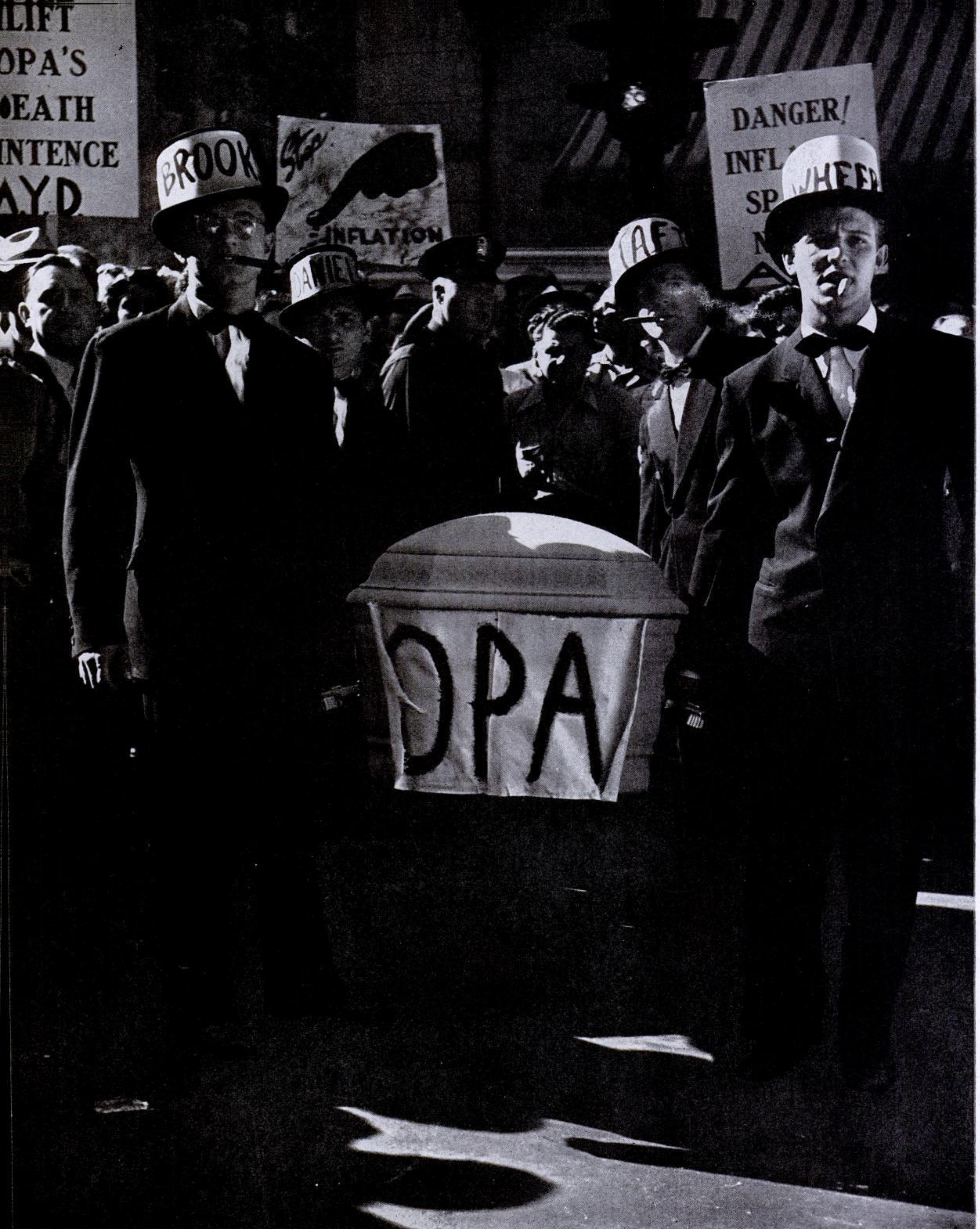
the court secretary is at far right. Two Serbs testified in Mihailovich's behalf, were booed by spectators, many of whom bore wounds which Chetnik fighters had inflicted.



IN HIS CELL he relaxes in his GI trousers, smokes and reads one of 50 books, including *Arrowsmith*, that he has finished since his capture in March. Below: A 14-year-

old boy, displaying Tito medals, cries on the steps of the courthouse after the judges had made him leave because he was too young to listen to the evidence about atrocities.





OPA'S FUNERAL was held as part of a mass meeting in Chicago's Loop. The pallbearers wore top hats identifying themselves as Senators Brooks, O'Daniel, Taft and

Wherry, principal opponents of OPA. Not much of an audience showed up. Most pro-OPA demonstrations were organized by a few militant groups. The public did not join in.



SENATOR WAGNER said that his mail was running as much as 50 to 1 in favor of his pro-OPA stand. The pile of telegrams at the left are for OPA, the few at right are con.



SENATOR O'DANIEL said he got a lot more anti-OPA mail (right) than pro (left). He cracked, "The OPA is the only animal that stank more when it was alive than after it died."

PRICE CONFUSION

OPA holiday plunges consumer into an economic bewilderment

The U.S. consumer discovered to his confusion last week that whether OPA or the lack of OPA was bad, an OPA "holiday" was worse. While Congress debated a new bill, prices rose, fell and held steady all at once. One citizen's rent soared from \$35 to \$300 a month; another got his free from a jubilant landlord. Some storekeepers upped meat to \$1 a pound; others cut their prices as a happy gesture.

Only predictable thing in all this confusion was that more food would roll in from farmers eager to

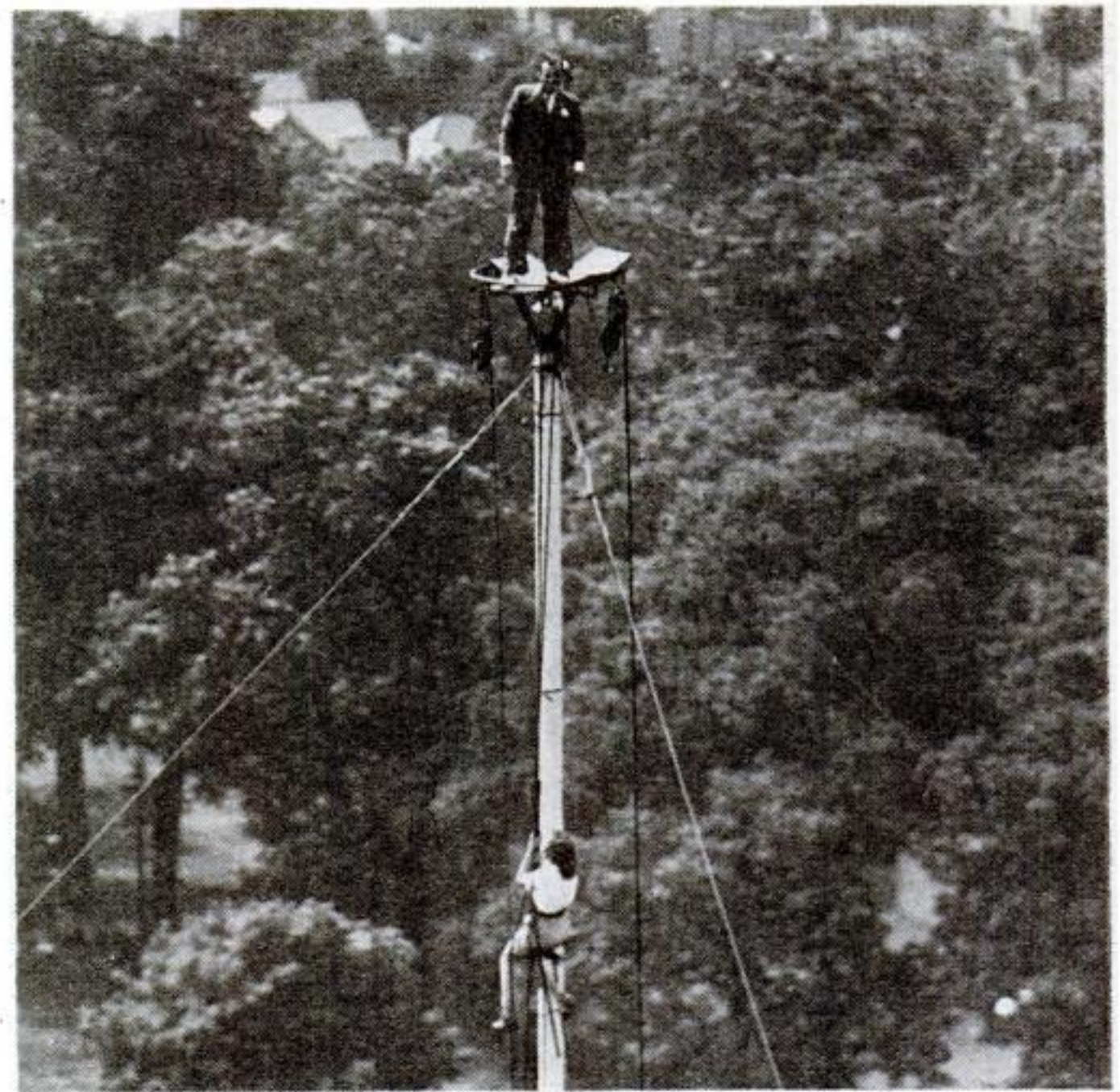
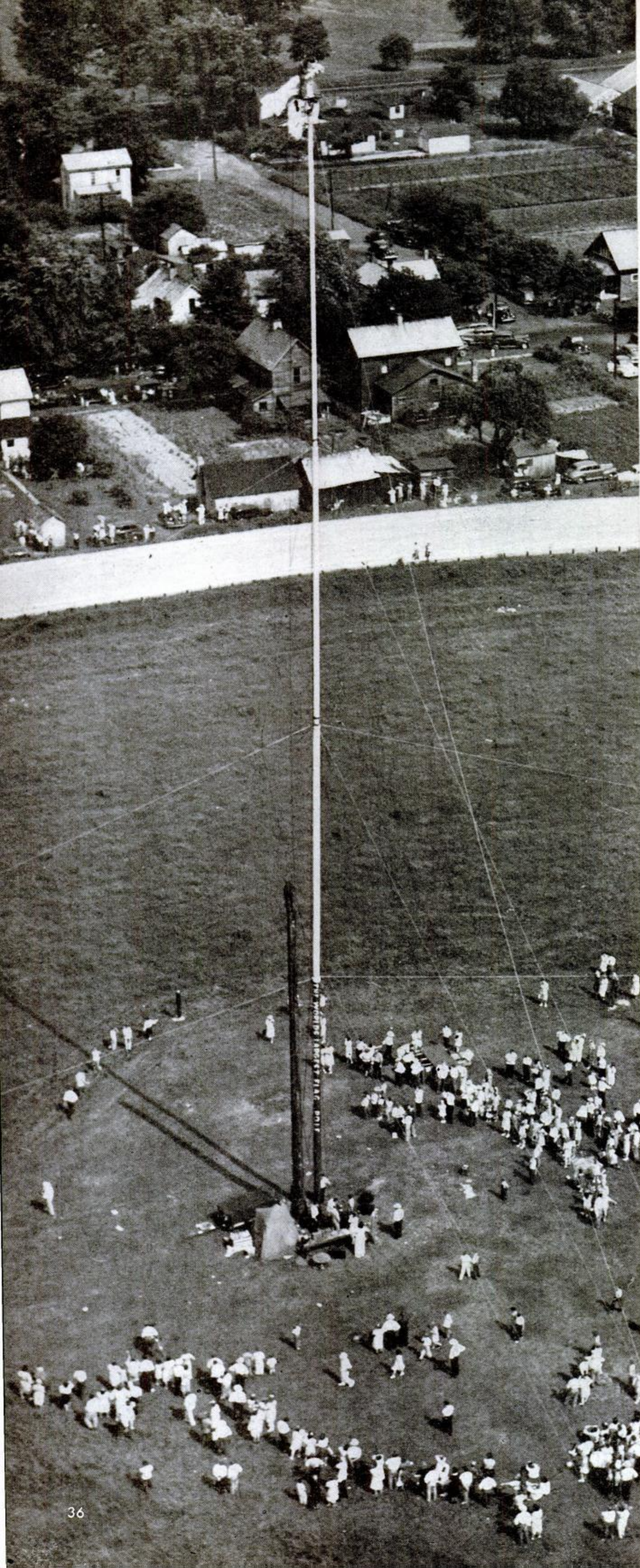
sell at higher stock prices. But even farmers were confused, as shown in an interview between a Kansan and The New York Times's James Reston: "FARMER: Who killed OPA? RESTON: The President vetoed it. FARMER: I thought he was for it. RESTON: . . . He wanted more price control so he killed what there was. He blames Senator Taft for the trouble. . . . FARMER: I thought Taft was against price control. . . . RESTON: No, he says now he's for it. FARMER: I've missed a lot during the harvest. . . ."



BUYER'S STRIKE PLEDGE, three blocks long, is displayed on Washington sidewalk. It was sent to the National Association of Manufacturers, a bitter foe of OPA.



APPLE SELLING in Pittsburgh was put on by members of the American Veterans Committee as a protest against OPA's demise. The A.V.C. also sold "Taft Apples, 80¢."



"MAD" WAITS ON HIS POLETOP AS BRIDE ARRIVES BY BOSUN'S CHAIR

POLE SITTER'S WEDDING

Helicopter views rehearsal atop 176-foot mast

Last week in Coshocton, Ohio the U.S. turned another corner in its return to peacetime normalcy. A lovesick flagpole sitter, named "Mad Marshall" Jacobs, 37, who had been sitting on his 176-foot roost for 26 days to revive interest in his art, decided to get married. He came down to earth, proposed to his fiancée, Yolanda ("Lonnie") Cosmar, 21, a waitress from nearby Clowville, that they get married on the flagpole. She said yes and set June 30 as the date. On the afternoon of their wedding they were hoisted up to the 40-inch diameter perch for a rehearsal. While the justice of the peace stood on the ground, talking through a loudspeaker, LIFE's cameraman hovered nearby in a helicopter, the only vantage point from which to photograph the big event properly. That night they were really married before 1,700 paying spectators. Mad's perch, which cost him \$3,000 of his war-plant earnings, had all the comforts of home; including a telephone, an electric hot plate and a chemical outhouse, but the newlyweds decided to come down that evening and spend their honeymoon on the ground.



GROOM HELPS BRIDE up on the platform. She then put on the wedding gown over slacks. Guests (left) stayed on ground to hear vows over loudspeaker.



THE COUPLE KISS ATOP THE FLAGPOLE
HIGH OVER ROOFTOPS OF COSHOCTON



SMILING PRETTILY, ELIZABETH DANCES THE REEL WITH A KILTED PARTNER. SHE WEARS A TARTAN, WHICH TRADITIONALLY DISTINGUISHES A SCOTTISH CLAN

ELIZABETH DANCES

Princess does fast Highland reel
with handsome Scotsman in kilt

Princess Elizabeth, whose favorite dances are Scottish reels, the Palais Glide and Hoky-Poky, recently enjoyed a Highland reel with Londoners of Scottish descent at the Royal Caledonian Ball in Grosvenor House (above). "Lilibet," now 20, wore a flowing evening dress, a tartan and pearls. At dances any man may come up to her and, after saying "Ma'am," ask her to dance. Recent court gossip has halfheartedly linked Elizabeth with a British peer and a Greek prince. But neither ro-

mance seems so serious as the one which, according to rumor, made it necessary for the handsome young Earl of Euston to leave Britain because the princess had become unwisely fond of him.

While Elizabeth danced and was admired, H. G. Wells launched a rude attack on her family. In an article in a Socialist magazine the 79-year-old writer implied that the royal family was linked in financing Fascist Leader Oswald Mosley, urged that, if so, the King abdicate and be exiled to America.



Let this be the
ONE HOT DISH
of Simple
Summer Meals



LOOK FOR THE
RED-AND-WHITE LABEL

Colonial housewives gladly took the trouble to make chicken noodle soup—patiently tending the kettle over the open hearth—because their families so delighted in it. Women today also please their families with this good soup, made for them in the same fine old American tradition—Campbell's Chicken Noodle Soup.

A TYPICAL MENU OR TWO

Campbell's Chicken Noodle Soup
 Vegetable Salad Bowl with
 Cottage Cheese
 Whole Wheat Muffins
 Raspberries Iced Tea

Campbell's Chicken Noodle Soup
 Sliced Cold Meat Potato Salad
 Sliced Tomatoes
 Crisp Rolls
 Cup Custard Iced Coffee



I work right hard the town to guard,
 I call the midnight hour;
 When through my beat, good soup I eat
 To give me pep and power!

Chicken aplenty, golden egg
 noodles, rich chicken broth make
 this a soundly nourishing soup

And what a delightful contribution to your meal this grand old-fashioned soup makes! One whiff of the deep chicken aroma does things to summer appetites. The family reach for their spoons and they're off to a tempting start—and a satisfying finish.

Yes, women everywhere make Campbell's Chicken Noodle Soup a regular visitor to mid-summer tables. They know it can be the perfect one hot dish at countless lunches and suppers, making the cold things taste all the better. Have you this fine soup on hand?

Campbell's
CHICKEN NOODLE SOUP

Put a real meal under your belt!

it's hearty—it's wholesome—
it's natural whole wheat

Eat a breakfast that packs a punch... sends you zooming through the toughest morning!

Eat Nabisco Shredded Wheat! Satisfying—filling! Fresh with the fine, natural flavor of the sun-soaked whole wheat. Full of the staunch, honest nourishment you need!

It's a natural for a perfect breakfast! Make certain you get Nabisco Shredded Wheat—the original Niagara Falls product.



Delicious, ready to serve...
yet as nourishing as a hot cereal



SIAM'S NEW KING PHUMIPHON, "LORD OF LIFE" AND "POSSESSOR OF THE 24 'GOLDEN UMBRELLAS,'" ENTERS PALACE UNDER UMBRELLA HELD BY HOUSEHOLD GUARD

ROYAL MURDER IN SIAM

Phumiphon succeeds to the throne after assassination of King Ananda

The new King of Siam, 18-year-old Phumiphon, went about his royal business grimly. He was certain now that his 20-year-old brother, the late King Ananda, had been murdered.

Ananda was found dead in his palace bedroom on June 9. In his forehead was a bullet hole. Near his left hand was a gun. Officials called it accident. Some suggested suicide. But nobody who knew the king believed he would commit suicide. Besides, he was right-handed (see picture at right). Suspicions grew. Siamese said Ananda was too demo-

cratic a monarch to suit leading politicians. Others connected the killing with the fact that the king's mother had been overfriendly with the recently discharged secretary of the royal household. Finally the government had to appoint a board of 19 doctors, one an American, to investigate. By a vote of 18 to 1, the board said the shooting was no accident. But who had assassinated Ananda was still a mystery. Phumiphon, who was going off to Switzerland ostensibly to complete his studies, said darkly, "I will destroy the murderer."



THE LATE KING, who loved to use firearms, aims the automatic pistol which was later used to kill him.

STOP SUN-GLARE

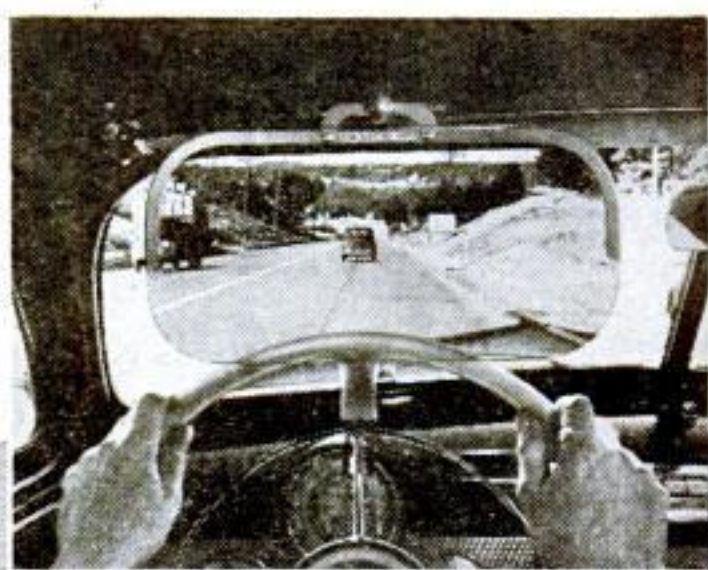


NEW POLAROID VISOR *makes day-driving easy on your eyes*

There's new driving comfort ahead for you this summer. No more squinting . . . better vision . . . less fatigue! For here's a new scientific driving visor that *really* stops reflected sun-glare. It's the new Polaroid* Day-Driving Visor!

The same glare-control principle used in the famous Polaroid Day Glasses and Camera Filters gives the Polaroid Visor *selective* control over light. In every square inch of the visor, millions of precisely aligned light-polarizing molecules absorb annoying reflected sun-glare — let the useful "seeing" light pass through.

The large polarizing plastic film of the Polaroid Visor is mounted in a hinged metal frame. Sturdy spring clip slips easily over standard auto visor. Folds up and out of the way for night or cloudy day driving.



See the Polaroid Day-Driving Visor demonstrated at your auto supply store or garage. Or, write direct to Zinn and McNab, 29 Brookline Ave., Boston 15, Mass. or W. C. Hitt Company, 1147 South Broadway, Los Angeles 15, California. Only \$4.95 (higher in Canada).



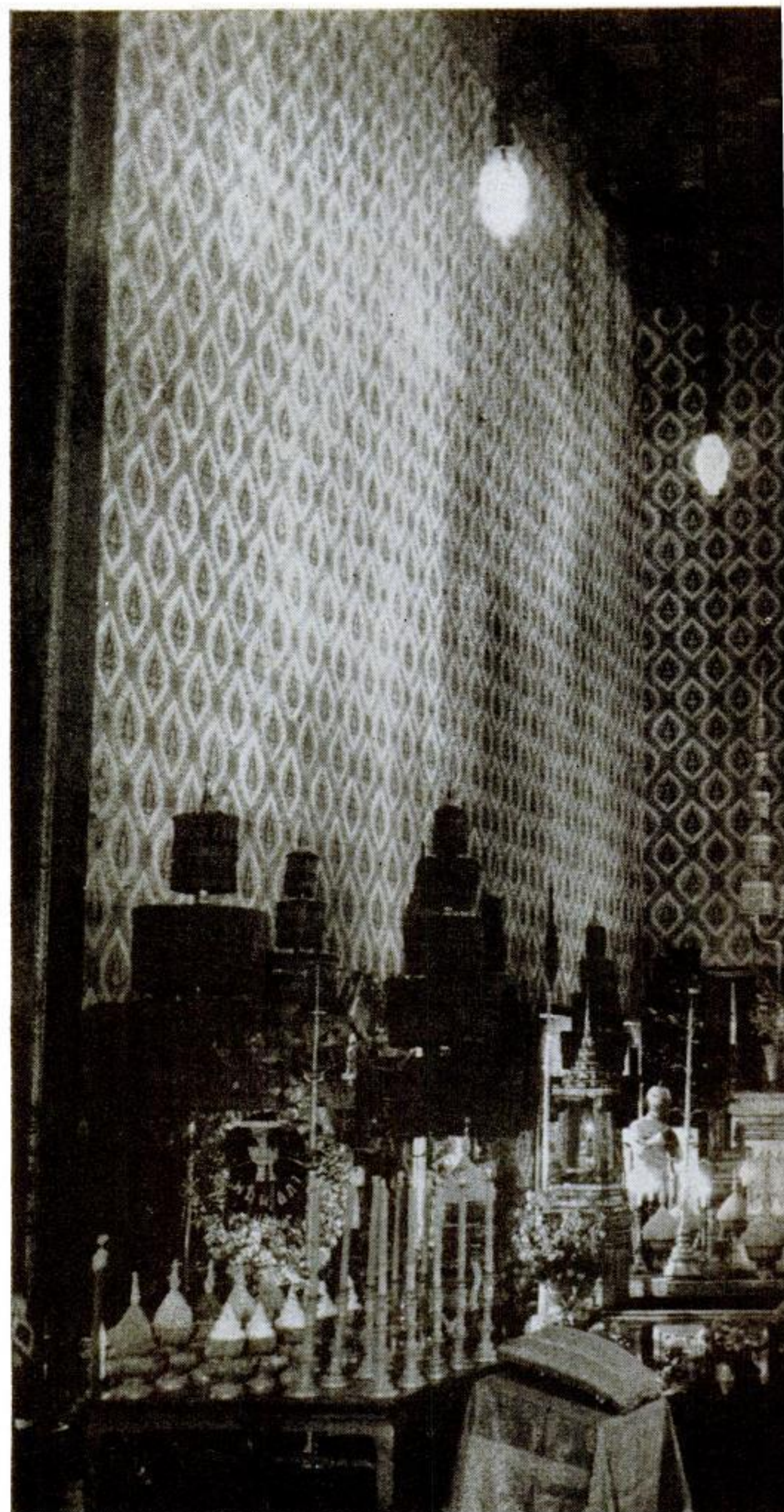
POLAROID

DAY-DRIVING VISOR

A product of POLAROID Corporation

*TRADE MARK REG. U. S. PAT. OFF.

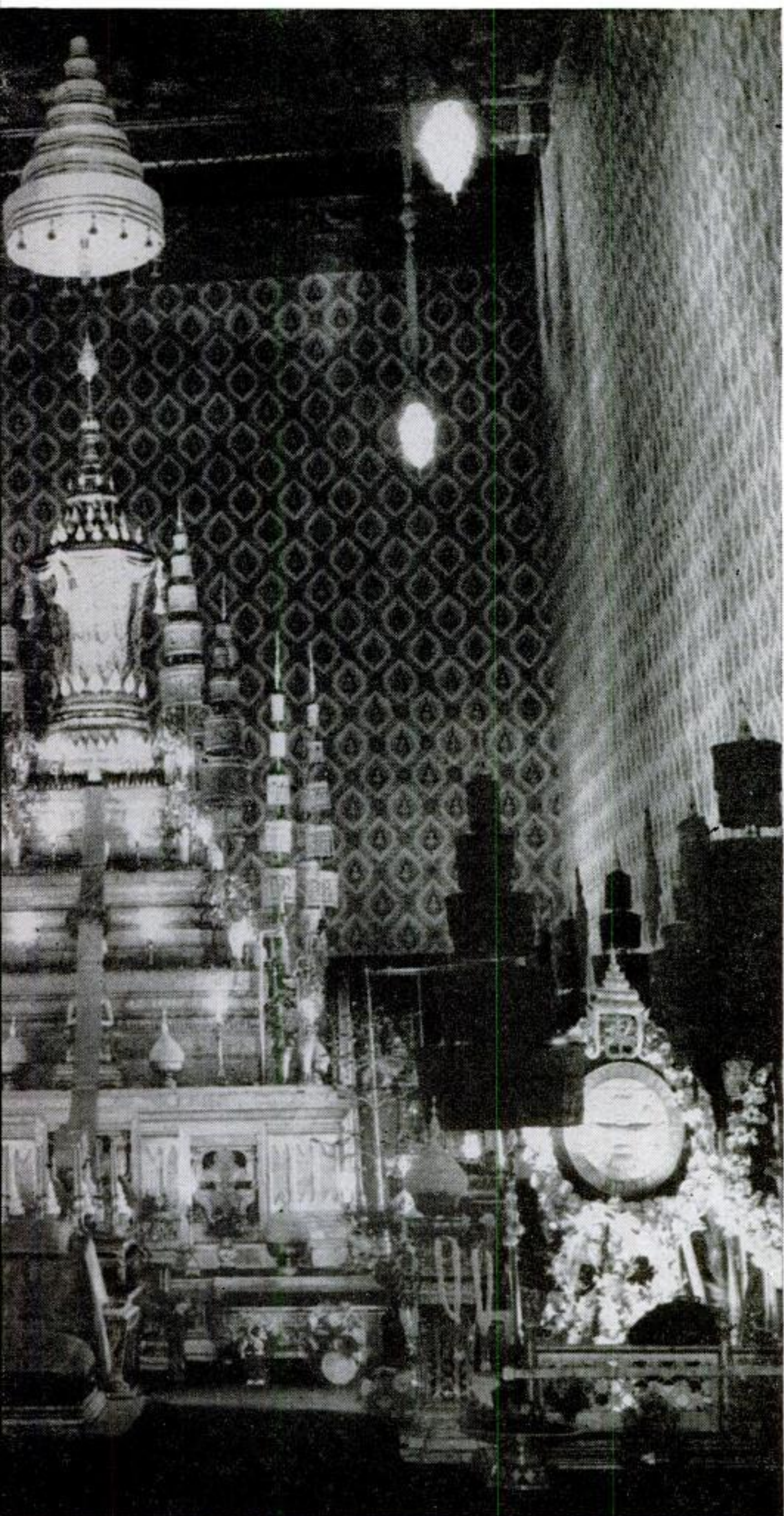
Siam CONTINUED



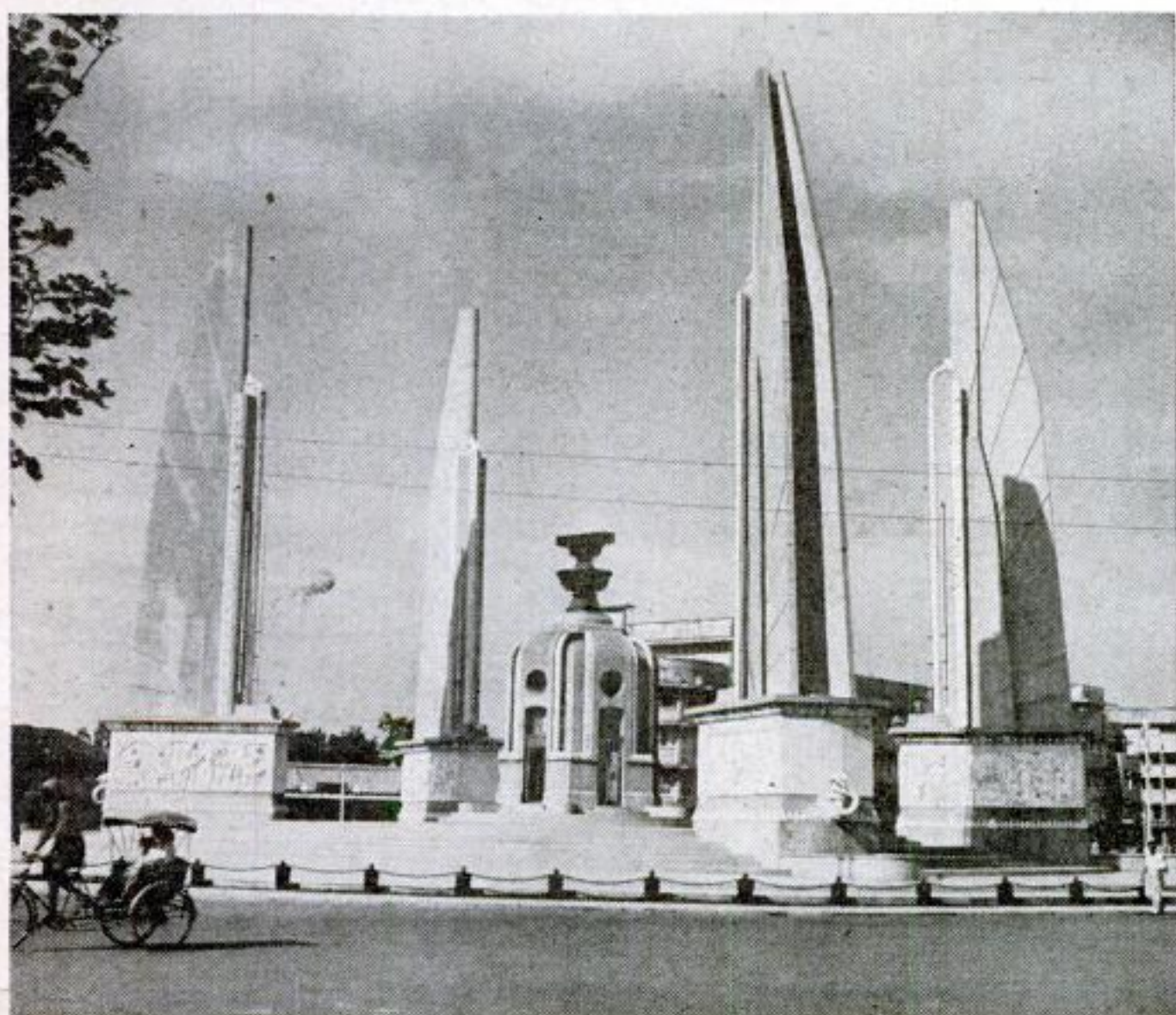
ATOP A BUDDHIST ALTAR THE BODY OF THE KING LIES IN A GOLDEN



ANCIENT TEMPLE of the Emerald Buddha is in Bangkok, Siam's capital. It cost \$70,000,000. On its grounds are artificial trees made of gold and silver.



URN. BY TRADITION IT REMAINS THERE 100 DAYS BEFORE BEING BURNED



MODERN MONUMENT to democracy marks the bloodless revolution of 1932 in which absolute monarchy which had ruled 600 years was overthrown.

Now even I can make
perfect coffee in
just
5 seconds!

says
Mr. John Martin
of Baldwin, L.I.



*"The NEW G. WASHINGTON'S
Instant Coffee is as delicious as the
finest ground coffee I ever tasted!"*

G. WASHINGTON'S was the *first* instant coffee ever made. No wonder the NEW G. Washington's is so good that thousands are switching to it all over the country! And it's so easy to make. Just *one-half teaspoonful* to the cup, or, for larger quantities, add boiling water to any amount desired. G. Washington's is pure 100% coffee—with no dextrins, maltose or dextrose added. That's why it tastes so good!

COSTS NO MORE

Best of all, G. Washington's costs no more than old-style coffee! By actual measurement the 2-oz. container is equal to a full pound of ground coffee. Why not give your family this new treat? Get the NEW G. Washington's Instant Coffee at your grocery or delicatessen—and try it *today*!

YES, EVEN A MAN CAN MAKE
GRAND COFFEE WITH
G. WASHINGTON'S!
—ALL YOU DO IS ADD
BOILING WATER!



"No coffee pot, no grounds, no waste; G. Washington's certainly saves time and work," says Mrs. Martin.

Delicious Iced or Hot!

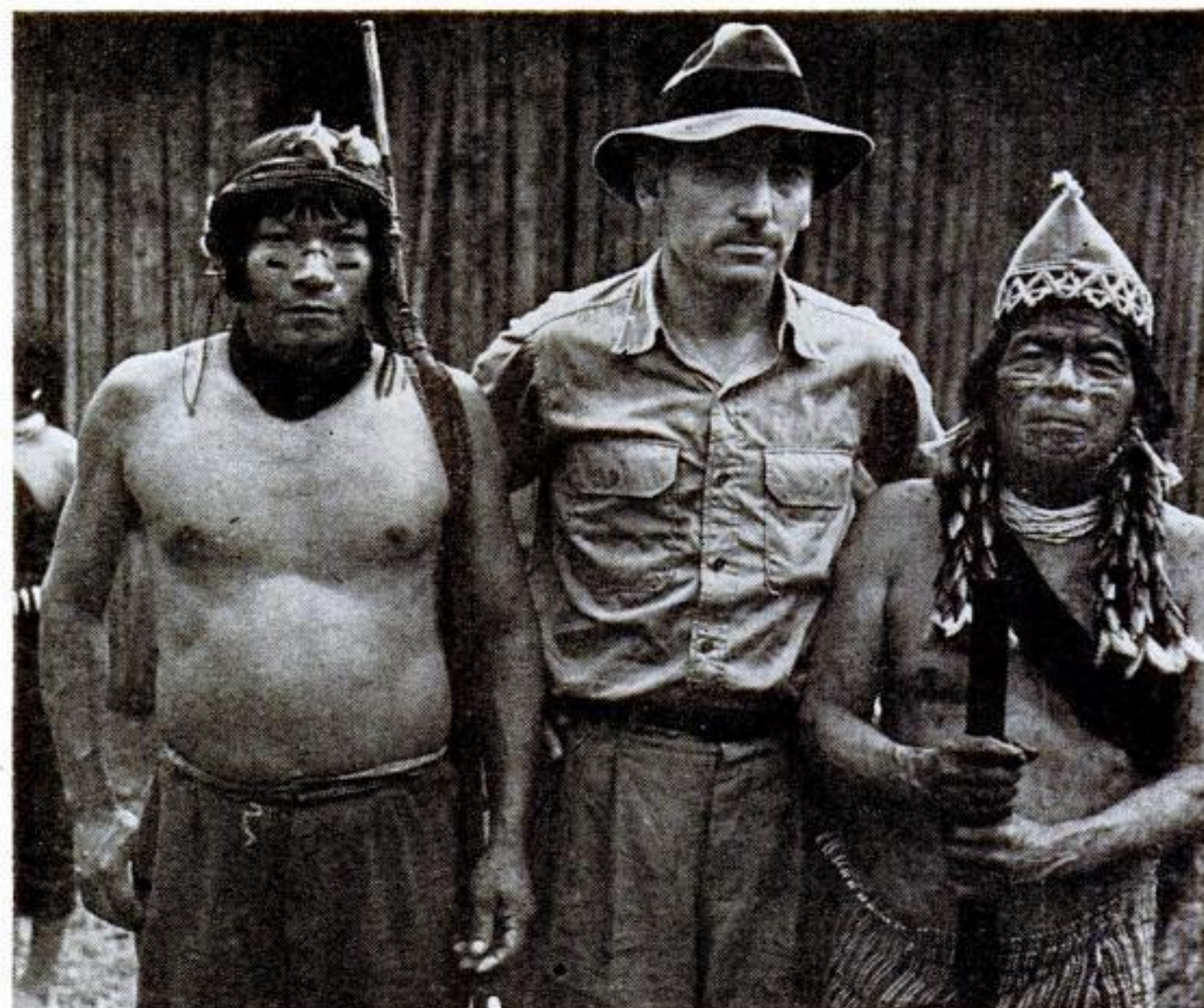
THE **NEW**
G. Washington's
INSTANT COFFEE
A PRODUCT OF AMERICAN HOME FOODS, INC.



NOT HALF, NOT TWO-THIRDS,
BUT **ALL** COFFEE!
NO MALTOS, DEXTRINS
OR DEXTROSE ADDED



HUMAN HEAD is shown in almost actual size after it has been shrunk by Jivaro head-hunters. Wooden pins stuck through the lips preserve the shape of the mouth.



HEAD-HUNTER WARRIORS of the Jivaro tribe are photographed with Explorer Lewis Cotlow. At right is Peruche, an old chieftain who bagged five heads last year.

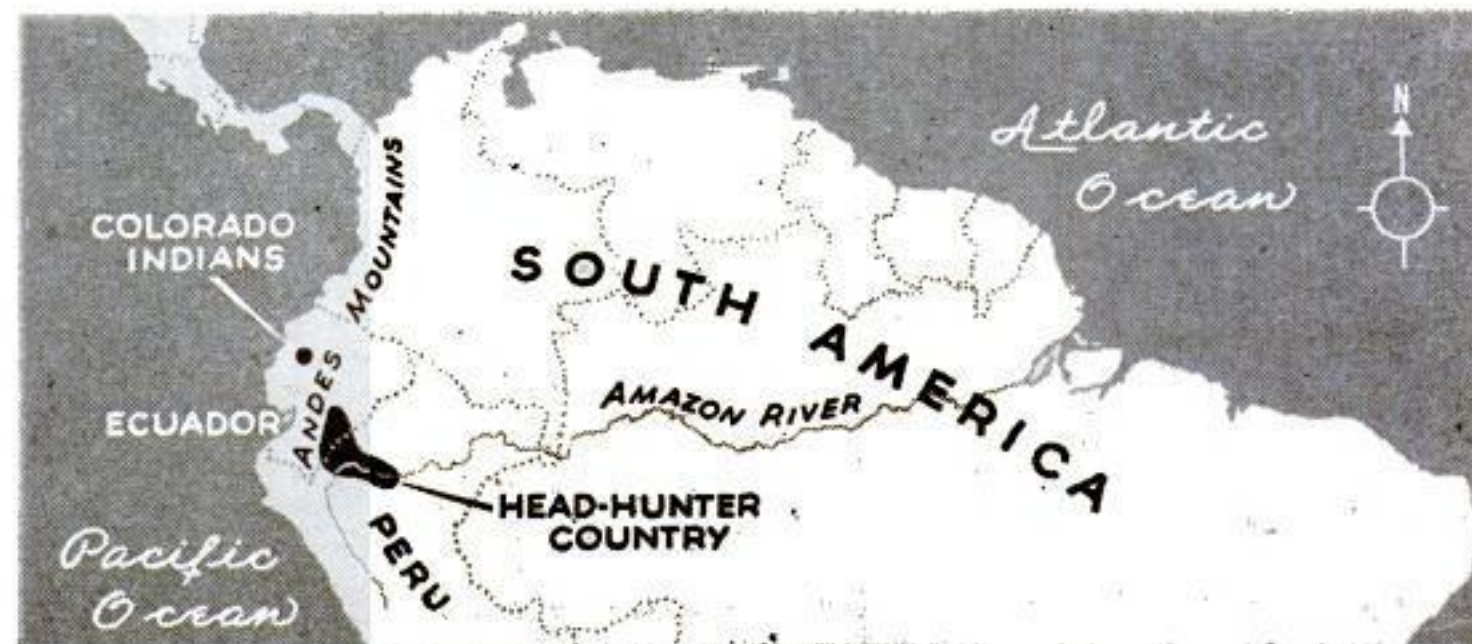
HEAD-HUNTERS

Andes Indians make war trophies from human heads

Among the many strange Indians who live on the isolated slopes of the Andes foothills in Ecuador and Peru is the fierce Jivaro tribe which uses blowguns, lives by a whole set of taboos based on the belief that plants and animals have souls and, weirdest custom of all, follows the gruesome practice of head-hunting. Like other head-hunting tribes, which are found in Borneo and Malaya, they are an ancient tribe, largely undisturbed by white intrusion. Because they practice head-hunting only among themselves, they have from time to time been visited by explorers who are usually surprised by their hospitality. One of the most recent penetrations into their jungle domain was made last year by Lewis Cotlow, an explorer from New York City. On these pages are shown some of his pictures of Jivaro customs and (at left) a specimen of their head-hunting handiwork he brought back.

Head-hunting is carried out under strict Jivaro rules and is practiced only in cases of personal feuds. If a warrior of one family kills a member of another or runs off with one of the several wives of a chieftain, the chieftain does not rest until he raids the enemy and brings back a head to avenge the insult. Tribal rules forbid him to take more than one head at a time.

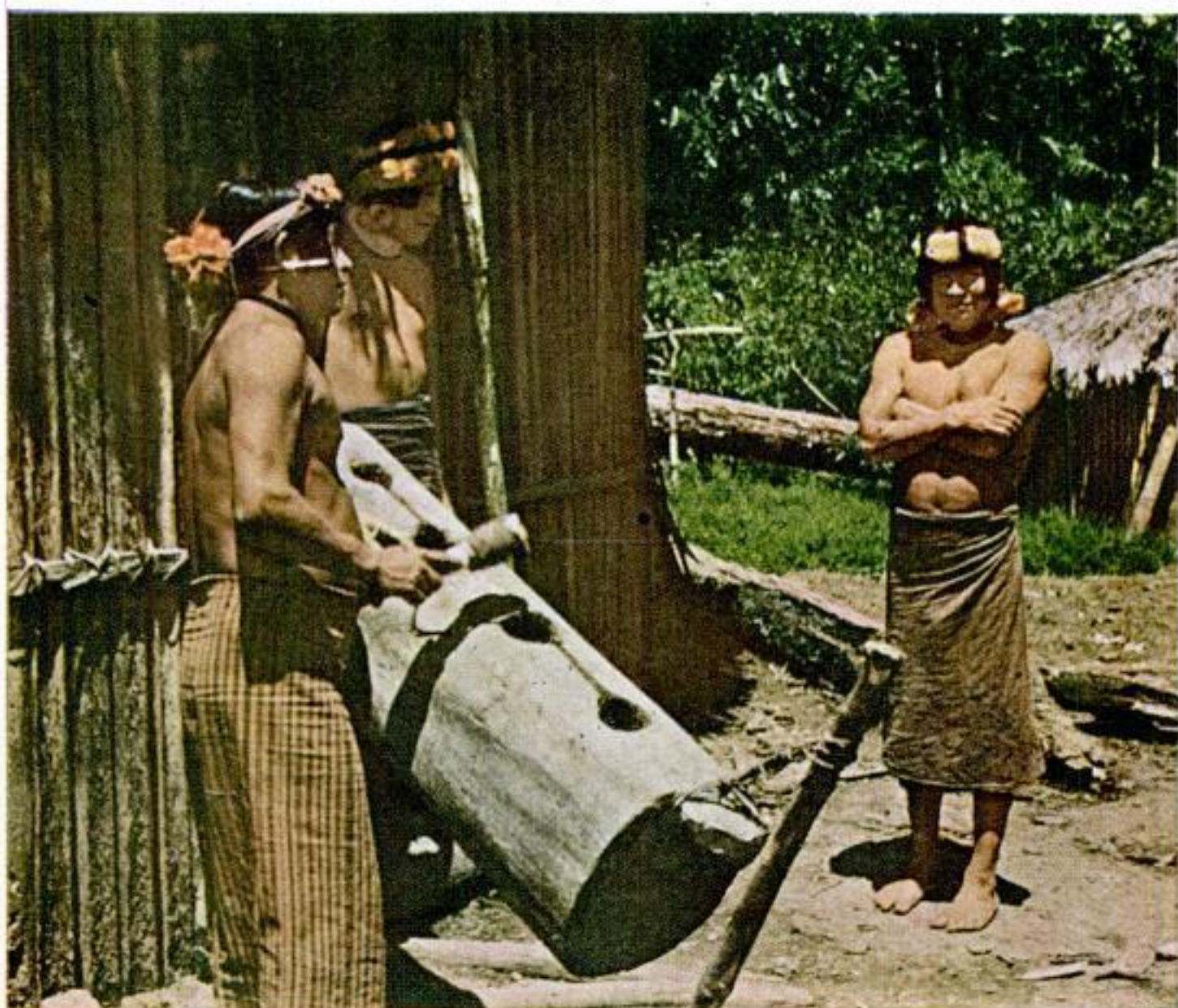
After a Jivaro captures a head he goes through the elaborate process of shrinking it to subdue the avenging spirit which he believes still exists in the severed head. First he makes a slit around the neck and up the back of the skull. Then he carefully peels the skin and hair from the skull to get a head mask. This he plunges into boiling water and then whirls hot stones inside it to remove clinging flesh. Next, hot sand is placed inside and the head continues to shrink as the face oils dry out. After the sand treatment the head is hung over a smudge fire. With the head prepared, a ceremonial dance (see opposite page) celebrates the warrior's conquest. On the other side of the Andes, Explorer Cotlow found a contrast to the Jivaro death ceremonial in the peaceful dance of a tribe called the Colorados (see p. 46).



HEAD-HUNTERS' HOME is located on eastern side of Andes on Ecuador border. Colorados live farther north on the other side of the Andes nearer the ocean.



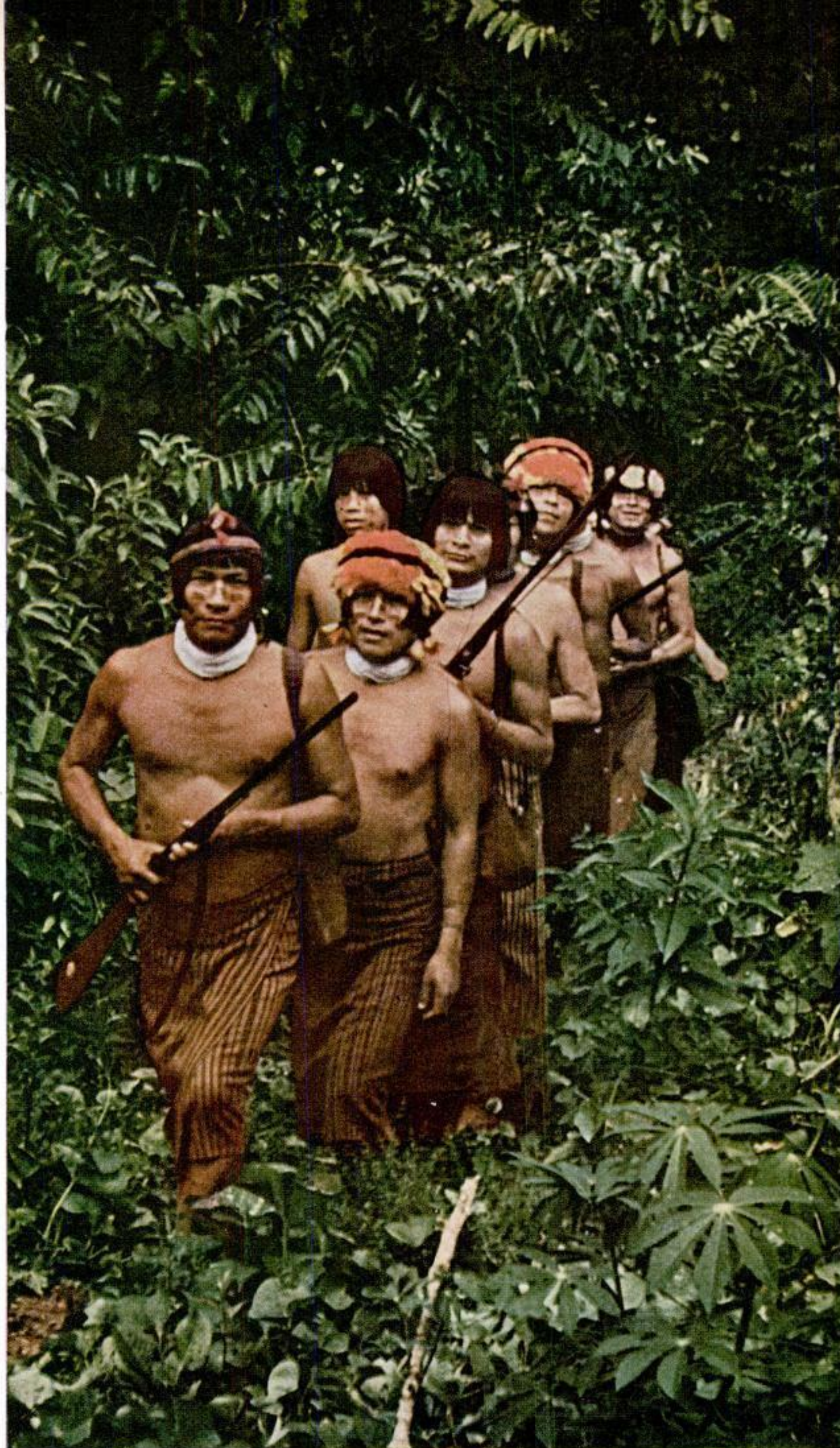
CRUDE FOOTBRIDGE is last vestige of civilization before the tangled jungle land of the Jivaro head-hunters. From here only faint trails lead to their community.



SIGNAL DRUM, or *tunduli*, made from a hollow log, summons the Jivaro families for a ceremonial rite to celebrate new head. The drum sound carries about five miles.



CEREMONIAL DANCE is all-day affair, with performers stomping and chanting in honor of *tsantsa* (shrunk head). Dance wards off spirit of the beheaded enemy.



WAR PARTY carrying prized guns sets off on a head-hunting expedition. They only use shotguns against enemy warriors. For killing game they use blowguns and darts.



WEAVING of the family clothes is performed by the men. The job is tabu for women since their shamanistic religion stipulates that the cotton-fiber plant has a male soul.

CONTINUED ON NEXT PAGE



THE COLORADO INDIANS, much more friendly than the head-hunting Jivaros, prepare for a festival during which Explorer Cotlow was initiated into the tribe as a

"blood brother." Like the natives, Mr. Cotlow was smeared with red dye made from seeds of the *achiote* plant. At upper right is a primitive chonta and bamboo marimba.



THE FLUTE SECTION of Colorado orchestra is composed of three natives wearing striped skirts and fiber caps. They played for a dance ritual. A strong beverage made

from fermented cane juice was served at frequent intervals but the dance remained subdued. The name Colorados (*red men*) was given the natives by early Spaniards.

Get a Frozen Food Chest!

Freeze your own meat, fish, game. Store over 40 lbs. of frozen fruits, vegetables, roasts, chops, chickens, ice cream, ice cubes in this real Frozen Food Chest. Big, deep, wide, there's storage space aplenty for the average family's needs. And it makes 64 ice cubes at a clip in 4 big, Hi-Speed trays. Easy to use . . . because it's located at eye-level . . . right in your refrigerator.

Get a Moist-Master Refrigerator!

Dew-freshen garden vegetables! Imagine a refrigerator that not only chills but actually dew-freshens vegetables and fruits, protects vitamin content of perishable foods, and keeps sandwiches, prepared salads and uncovered left-overs moist and fresh for days.

That's what you get with Moist-Master refrigeration . . . the most modern kind of refrigeration there is. The secret is a separate set of cooling coils concealed within the refrigerator walls, and a special compartment enclosed with gleaming glass. Together they make possible the still, super-moist cold that keeps moist foods fresh, full-flavored, delicious for days on end. It means tastier, better, more appetizing meals for all of your family.

Get Both Combined in Kelvinator!



Now combined in one Kelvinator, you get both at their best . . . a real Frozen Food Chest *and* the Moist-Master refrigerator, *plus* a separate zone of balanced cold for such foods as milk, butter, eggs, citrus fruits. There's a big, dry storage bin, too, for root vegetables. And it's powered by the quiet, economical, trouble-free Polar-sphere unit that's sealed in steel and permanently lubricated . . . defies time and wear.

This great new Kelvinator is coming soon to your Kelvinator dealer's. See him for arrival dates. See now the other beautiful new Kelvinators, priced to fit every budget. KELVINATOR DIVISION, NASH-KELVINATOR CORP., DETROIT



You'll want a new Kelvinator "Automatic Cook" Electric Range, too! Self-starting . . . it cooks whole dinners by itself. Your Kelvinator dealer has it now! Wait for this ultra-new Kelvinator Home Freezer, coming soon to your Kelvinator dealer's!



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These fine sheets will be available at your favorite store in greater quantity with each passing month. And when you

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MARSHAL ROKOSSOVSKY



MARSHAL GEORGI ZHUKOV

Trouble behind the Iron Curtain

Red Army marshals press for expansion while veterans envy capitalist wealth

by M. W. FODOR



MARSHAL F. TOLBUKHIN

THE Soviet Union is faced today with a multitude of internal problems from which the world's attention has been diverted by the pyrotechnics of Soviet foreign policy. Some of Russia's present difficulties stem from losses of life and property during the war and some from the overextension of territory. But the greatest source of potential trouble is the Red Army. At the top of the military hierarchy a group of rebellious marshals has stirred up dissension by its ideas of nationalist expansion. And at the bottom, hordes of returned veterans are causing no less serious apprehension to the leaders of the Soviet state.

Although military people all over the world have slightly abnormal minds, the marshals of Russia have the most distorted ones of all. Their attitude may be suggested by a recent statement of Marshal Ivan Konev's. While talking to an American about the Zistersdorf oil fields in Lower Austria, which the Russians demanded for their own use although the fields had originally been developed by the U. S. Socony-Vacuum and Shell companies, the Russian marshal declared, "You invested money, we invested blood."

The marshal's conclusions were tacitly manifest.

Although the West invested blood in Germany, we do not lay claim to a square inch of that land. Yet it seems the Russian army believes that what is gained by blood is gained forever. However, this is not Stalin's idea but the marshals'. It is, more specifically, the idea of Marshals Georgi K. Zhukov, Fedor Ivanovich Tolbukhin, Ivan S. Konev, R. Y. Malinovsky, K. K. Rokossovsky, A. M. Vasilevsky and of Semyon K. Timoshenko.

Through the war, or rather the success of war, the Red Army's popularity soared and its

The author, a U. S. citizen who was born in Hungary 55 years ago, has spent most of the past 25 years as a foreign correspondent in the Balkans, representing the *Manchester Guardian*, the *Chicago Daily News* and the *Chicago Sun*. John Gunther has stated that Mr. Fodor has "the most acutely comprehensive knowledge of Central Europe of any journalist I know—of all Europe, for that matter."

leaders reaped the benefits. As a result, Red Army papers in Vienna, Budapest and other cities were seriously hinting late last year that there would be two lists at the Soviet elections, one Red Army, one Communist. This revolutionary departure, had it occurred, would have meant a two-party system in totalitarian Russia. As it happened, Stalin forestalled this eventuality by absorbing his rebellious marshals into the Supreme Soviet.

The expansionist dreams of the Red militarist have not been dispelled, however. Stalin knows this, just as he always knew that war would strengthen the lot of his internal adversaries and consequently weaken his own. But he has had experience in treating rebellious marshals. His experience, furthermore, is recent and his eye, despite his years, sharp. In the pre-war years Stalin liquidated a group of top-ranking officers, including Marshal Mikhail Tukhachevsky who had been plotting with the Reichswehr General Staff.

At present, however, Stalin is treading a stony path, and internal pressures are reflected outside Russia in the recalcitrant foreign policy that the Soviets are pursuing today. When Molotov is irreconcilable at conferences, his attitude may stem from the internal friction en-

gendered by his marshals, or else from the desire to present a picture to the Soviet people: "Can you see, the Western powers are against us; we must be united more than ever."

That Stalin will deal with the marshals just as Hitler dealt with the Reichswehr generals when they became bumptious is a foregone conclusion. A fact that will worry Stalin much more is that 12,000,000 Russian soldiers, through war, have discovered that the Soviets are rather shoddy workers' paradises by comparison with the creations of the Socialist parties of the former Second International.

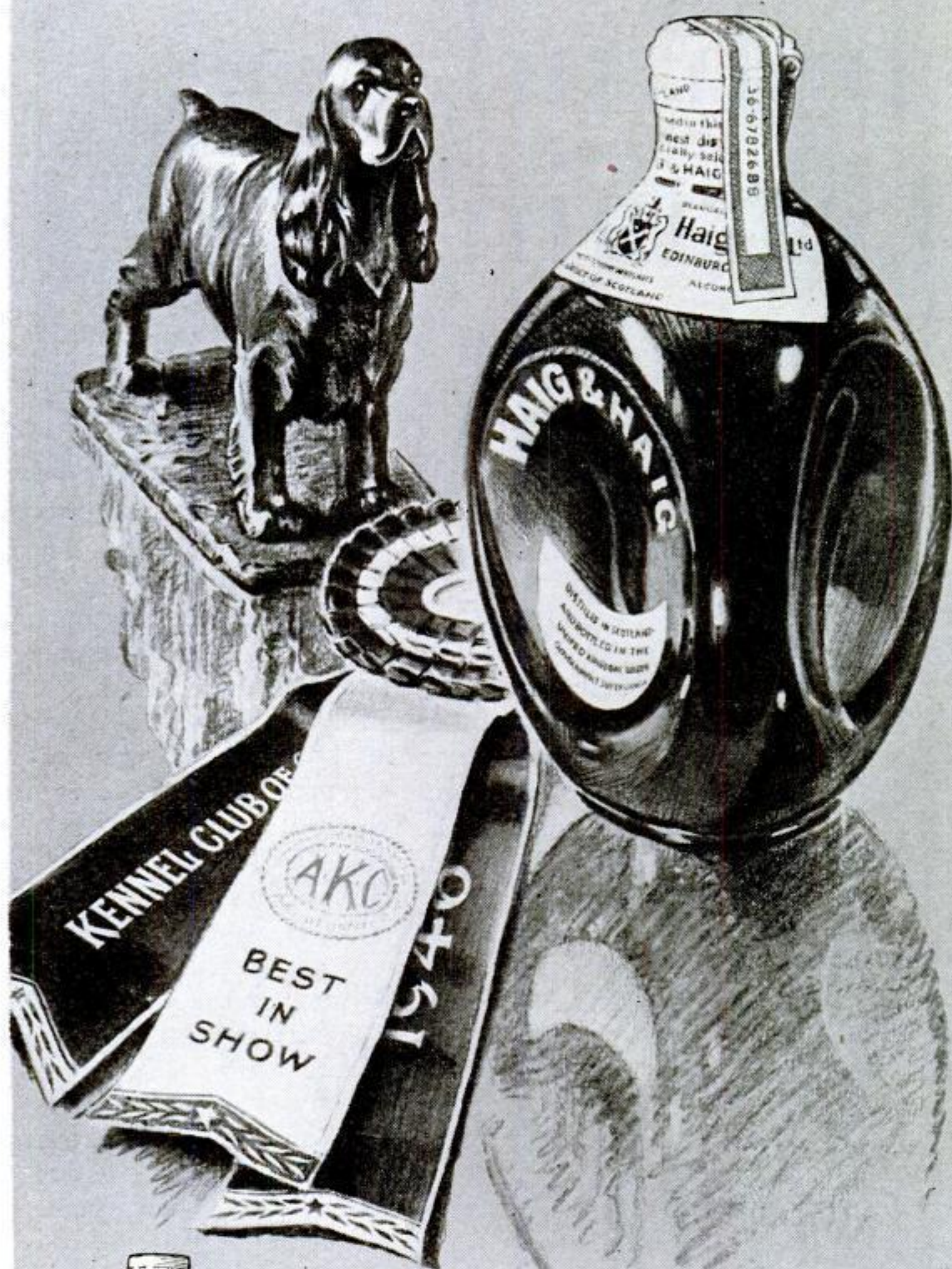
For example, in Vienna there are several apartment buildings which were built by the city and financed by means of a special housing tax. These buildings are immense, modern, concrete structures which house thousands of families. The apartments have two to four rooms, are neatly painted, light and airy. The furniture is usually of a decent grade. These are the Social Democratic tenements which house Vienna's proletariat.

The Red Army, upon encountering these buildings and their occupants, saw red. They were sure that the bourgeois dwelt in them and were all set for little sprees of shooting and looting when, disturbingly, these quasi-bourgeois tenants proved themselves with papers to be workers, just as the Red Army boys who confronted them had once been. The radios, the pianos, the furniture, the tidy kitchens, the central heating and the flower troughs outside the big windows captured the imagination of the Red Army men. That members of the proletariat should have all that!

It was too amazing for many an Ivan. So some chose not to believe and took the radios, the furniture, the central-heating units and the flower troughs. Some even refused to believe

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RUSSIAN TROUBLE CONTINUED

that the women were workers, proletarians. Perhaps they only pretended not to believe—it was so much more convenient that way. And perhaps deep inside themselves the Russian soldiers felt cheated. They had been told that the Soviet Union was the paradise of the workers; yet here, outside the U.S.S.R., was a real workers' paradise. One truth must have established itself in the mind of the Russian soldier: that countries outside the Soviet Union—"capitalistically ensnared" Austria, Czechoslovakia, Germany and even the Balkan countries—smacked more of a workers' paradise than the Soviet Union.

This disillusionment has done more to weaken the Russian soldier's faith in his government than purges, terror or war. And although superficially it may look like a point very finely drawn, it is important. Here in Europe you feel the importance. You also know the importance because you have a chance to talk to the Russians. In Moscow all Russians are tight-lipped. In the Balkans you can talk to Russian officers, soldiers, military police or blue-caps, and members of the NKVD, successor to the dreaded Cheka and OGPU. Some of these officers and men are still dominated by propaganda that took root at home, but most believe their eyes rather than their ears and therefore the majority accept facts as they see them.

In Bulgaria, while awaiting transportation, I passed the time of day with a Russian NKVD major. This officer had been stationed in Vienna for six months, and in the course of our conversation he repeatedly expressed his admiration for Viennese culture.

"Vienna has much culture," he would say, "we not."

Again, on the road to Budapest, it happened that our vehicle overtook a Russian truck. Somehow this riled the Russian soldier driving the truck and he gave chase. As the Red truck reached us, a soldier sitting beside the driver brandished a hand grenade. Our car, I believe, rocked as we all swallowed hard, but it happened that we had picked up a Russian officer a little way back, and he ordered both vehicles to stop. After much heated argument the officer turned to us and apologetically explained, "They have no culture."

The Russians will want consumer goods

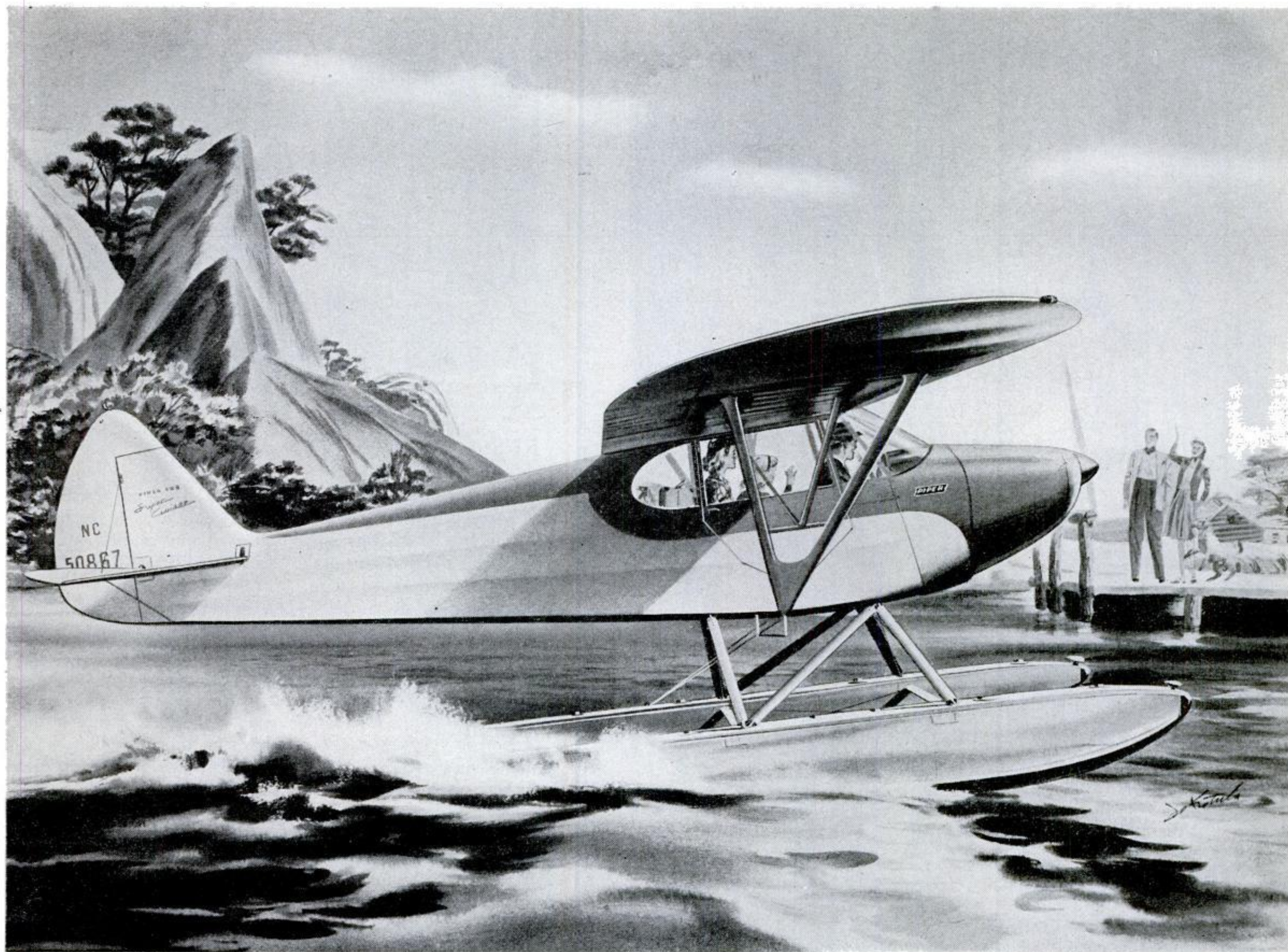
THE Viennese expatiate with relish on the subject of Russians and timepieces: how Russian soldiers cut off wrists to get watches (there is no proof, of course, for such allegations), how Russian soldiers tied alarm clocks about their necks to hear them ring and how some Russians were actually frightened to death of alarm clocks because they thought the devil inhabited them. The fact is that the average Russian has never possessed anything that could be called a luxury. And many Russians consider themselves cheated (or primitive) because at home they never owned alarm clocks.

When the Russians return to their homes and farms, their families will learn about the culture of the West, about the quantities of alarm clocks, phonographs, radios and telephones, and about the way workers live in the West. These people are looking for consumer goods and the Soviet government has a problem on its hands. The problem is important to Stalin, who, as a dictator, cannot afford to disillusion his people.

As the Red Army advanced across southeastern and central Europe, it looted, did a little pillaging and more raping. Genghis Khan operated along the same lines some centuries ago, and there are quite a few court-martial records attesting the same sort of misconduct on the part of U.S. soldiers in this war. The Russians, as always, did things on a bigger scale and probably did not trouble court-martial boards with many prosecutions. The Red Army operated primitively. The lives of its soldiers were necessarily expendable, as were less necessarily the lives of all enemies and civilians impinging on their path of progress.

When the Red Army took Budapest and Vienna, all bank safes were blasted open, all jewelry taken. Carloads on carloads of cloth, telephones, fur coats, Persian rugs and sewing machines left town. Telephones were piled on trucks with pitchforks and carted off. Copper trolley cables and underground telephone cables disappeared. On one occasion the Russians granted the city of Vienna permission to restore a line of overhead trolley cables. The morning after the line was finally set up, the entire brand-new copper cable had disappeared. Cars left Central Europe in bevvies, motor-

CONTINUED ON PAGE 52



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Jerry says Barbasol
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WRIST WATCHES are the great prizes of war to the Russian soldiers. Some were looted from Europeans, others (above) were purchased from American GIs.

RUSSIAN TROUBLE CONTINUED

cycles in swarms. The Russian, however, had a purpose in looting and, in a primitive way, might even be said to have been justified in so doing. The Germans had destroyed much of his country; the industries and transport of the Ukraine and White Russia had been systematically carried off to Nazi Germany. Much of the loot that was being taken by Soviet soldiers from Germany and her satellite partners would serve to rehabilitate the veteran when he returned home. A wrist watch, the Russian veteran estimated, would buy a quarter of a cottage, hence by confiscating four of them he could acquire a house. A bed from an Austrian hospital would serve to replace the hay he used to pile near his tile stove in his miserable peasant hut back home. A couple of mattresses would make the bliss of marriage even more blissful. Thus a great preponderance of the Russians' loot was to serve a concrete purpose.

Leo Tolstoy pictured the Russian peasant, the common muzhik, as a saint; Fyodor Dostoevsky as a beast. Yet the Russian remains the same unpredictable man of both classifications. When the Red Army entered Vienna, one soldier entered a house where a child was playing. He kissed the child and cuddled it, then stared at it. Suddenly his face clouded and he hurled the child to the floor. To the mother, who tried to console the crying child, he shouted, "And your people killed two of mine!"

The reaction seems senseless to Western minds. In a Western country it would, indeed, be taken for a flare of bravado or just plain bad nature. Knowing something about the Russians, one can say that the action was spontaneous on the Russian's part; he did it because he felt it.

Loot via "Atomic Jeep"

IN the same primitive way the Russian soldiers carted their loot over the roads that led home. The Vienna-Budapest highway was often crowded by covered wagons drawn by two horses (sarcastically referred to as "Russian atomic jeeps"), the wagons decorated with pictures of famous marshals or of Stalin. Inscriptions on red cloth praised the achievements of the Soviet army. About 60 miles east of Budapest these homeward-bound veterans were disarmed by the NKVD. Then came a shock—at border points on the Russo-Rumanian frontier they were relieved of their loot.

The Soviet government likes this arrangement because up to the border the individual soldier furnishes transportation for the loot. But it takes away his booty in order to break his newly acquired ideas on the subject of property. The wrist watch is not "his," the government explains, but belongs to the "state" or to the "community." "My" cuckoo clock is now the state's cuckoo clock, and "my" featherbed is the government's. But the straw by the stove remains "mine." The hardened veteran thus returns poorer than when he went away.

As a palliative, loot is now being sold by the government in government stores on ration cards. There is not enough to go around, however, and just barely enough to acquaint Russians with luxury goods and to whet their appetite for more.

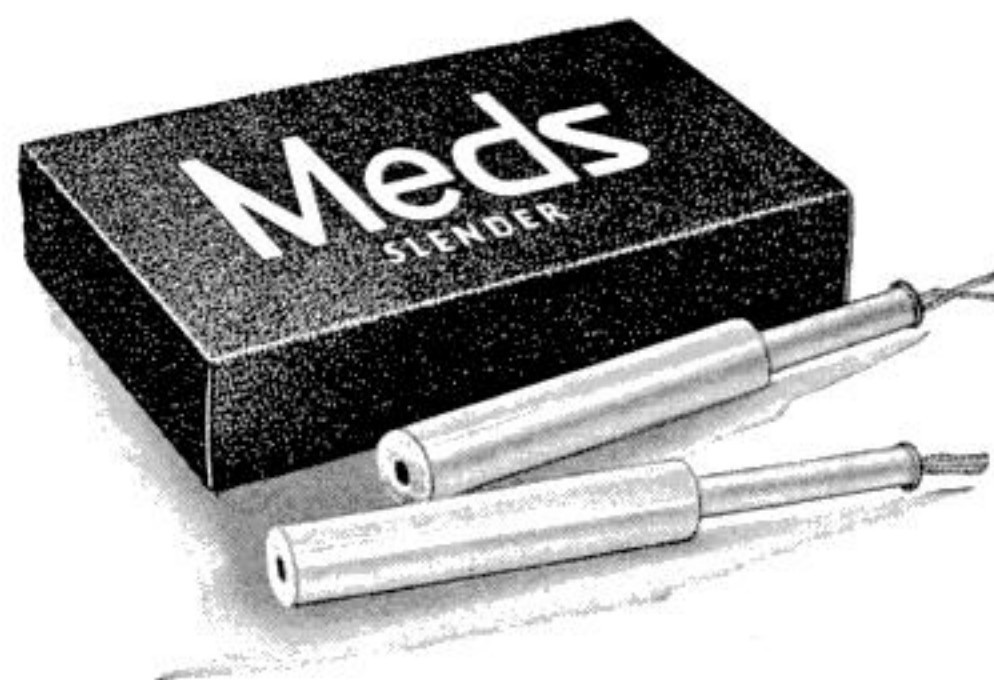
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NEW COMFORT!**

*New ease-of-use in
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(Internal "safety-well" protection)



You who know the glorious freedom of modern internal sanitary protection, will welcome with cheers the new comfort and even greater ease-of-use of Meds-Slender. You who are longing to try new-fashioned monthly protection will find Meds-Slender the perfect way to begin!

Meds-Slender were designed because, in our research, so many women requested it. "Give us," they said, "all the marvelous features of Meds in a *slimmer* size!"

So—here are Meds-Slender. Discover for yourself their extra comfort, extra ease-of-use! But—whether you choose the new Meds-Slender with regular absorbency, or the well-known Meds-De Luxe with super absorbency, you'll enjoy internal sanitary protection at its best! "Next time"—try Meds!

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- Meds applicators are dainty and efficient; firm, smooth, completely disposable.

Meds only 25¢
for 10 in applicators

Meds-DE LUXE
with super absorbency

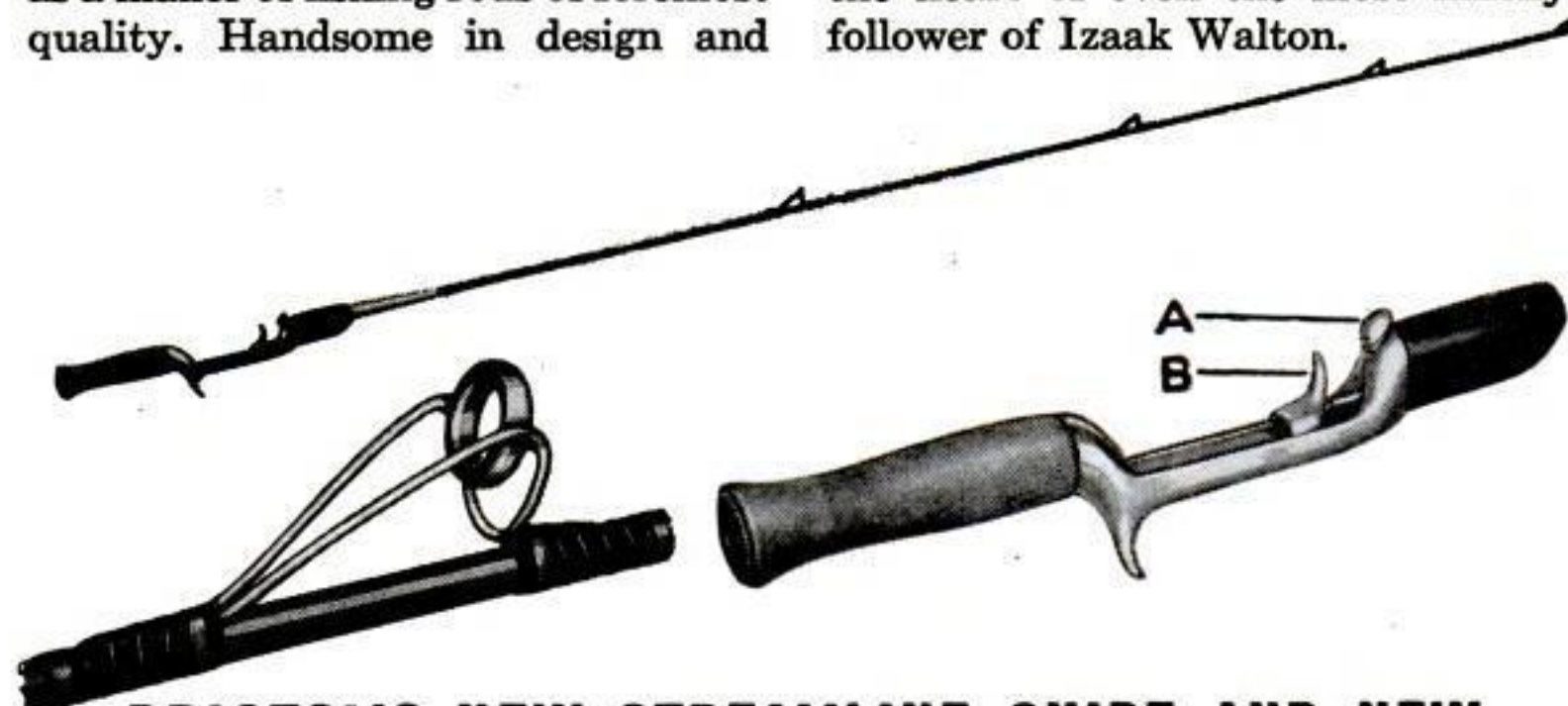
Meds-SLENDER
with regular absorbency





THERE'S a new, big fishing thrill in store for you. It's the thrill you'll get the first time you enjoy your favorite sport with one of BRISTOL'S new, advanced-type fishing rods now being shipped to dealers in *limited* quantities. These ultra-modern beauties express in highest degree BRISTOL'S half-century experience as a maker of fishing rods of foremost quality. Handsome in design and

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BRISTOL'S NEW STREAMLINE GUIDE AND NEW REEL-TITE ALUMINUM CASTING ROD HANDLE

The new Streamline Guide with its obvious advantages is of BRISTOL copyright design. The Reel-Tite Aluminum Casting Rod Handle, regular equipment on certain BRISTOL Rods, eliminates all "loose-reel" troubles. A quick-locking feature lets you fix the reel on the rod in a jiffy, as easily as this: First press button A and push back trigger B. Next place the reel in position on the handle and release trigger B by pushing button A. Presto! Your reel is locked securely in place.



SOCIALIST APARTMENTS in Vienna opened eyes of Russian soldiers to high living standards of non-Soviet workers. Star marks Red soldier's grave.

RUSSIAN TROUBLE CONTINUED

Ivan's return presents Stalin with an additional problem. Food is scarce in the U.S.S.R. Inhabitants of some parts of the Ukraine, for example, must get along on very little, at the most 800 calories daily, until the next harvest. Withdrawal of Russian occupation forces from Europe will multiply the difficulties of feeding the increased population at home. Yet home they must go because Europe's food, upon which the Red Army's occupation forces relied, has been eaten up, the cattle slaughtered, the wheat gone. For this reason, the question of the coming harvest in White Russia and the Ukraine may have a decisive effect not only on the Russian internal situation but upon the peace of the world.

Russia also needs her manpower at home. Tass, the official Russian news agency, reported recently that the "demobilization of the third annual draft class of the Red Army has begun. The first troop-transport trains carrying Soviet occupation forces have left." The *Oesterreichische Zeitung*, which is the German-language organ of the Red Army in Vienna, in commenting on the withdrawal, stated, "The national economy of the Soviet Union requires workers for the realization of the fourth Five Year Plan, for the healing of the wounds which the Hitler bands inflicted to our country, for peaceful reconstruction."

Russia, indeed, needs adequate labor forces, for Russia's losses were appalling in this war. Now the men of Russia must return to the home factories because internal unrest currently forces the state to produce consumer goods and because a five-year plan to rehabilitate the country must be manned.

At present Russia's satellites are producing consumer goods in return for supplies of raw materials. Russian cotton is being sent to Austrian, Hungarian and Rumanian factories, and the woven cloth goes back to the Soviets. The Russians are trying to gain influence in the economy of these satellite nations by organizing industrial and mining enterprises on a 50-50 basis, with a view to retaining some control after the present slave production ceases. They have endeavored, for example, to obtain 50-50 agreements in the Hungarian Lipe and the Austrian Zistersdorf oil fields. They failed on the Zistersdorf issue because the non-Russian members of the Allied Council in Vienna objected. Such attempts on the part of Russia to gain control of the economies of foreign countries simply re-enact techniques applied by Nazi Germany during the past decade. But the Russians are amateurs in economic organization compared with the Germans; hence not much headway has been made or is likely to be made in the near future.

From these facts, discerned behind the iron curtain, it is under-

CONTINUED ON PAGE 56

EVERSHARP SCHICK INJECTOR FAR IN LEAD SECOND RAZOR NOT EVEN CLOSE!

Nationwide shaving contests under way with users of new EVERSHARP SCHICK INJECTOR RAZORS piling up big lead for lightning-fast, safe, smooth, no-nick comfort shaves . . . on the air each Monday night.



WHISKERS AWAY! Scene at EVERSHARP Schick Shaving Contest in New York City. Of five contestants . . . the winner, Schick-user Richard S. Bean in 1 minute 4.3 seconds—second place, Schick-user Thomas A. Doyle, 1:12. Fastest competing razor—2 min. 21.4 seconds.

*50% Faster
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- Automatic repeater blade change . . . Click! Click!—new blade instantly ready to shave you.
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- Each hair . . . held erect by patented guard bar . . . is cut with maximum closeness.
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- Double thick blades are 16% sharper—last three times as long.
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- Extra Eversharp Schick Injector with 20 blades—75¢.

For just \$1.25 you can take home *tonight* the world's all-round finest shaver . . . and *tomorrow morning* enjoy the sweetest shave you ever had in your life! Today stop by your favorite store and get your . . .

RAZOR \$1.00
20 BLADES75
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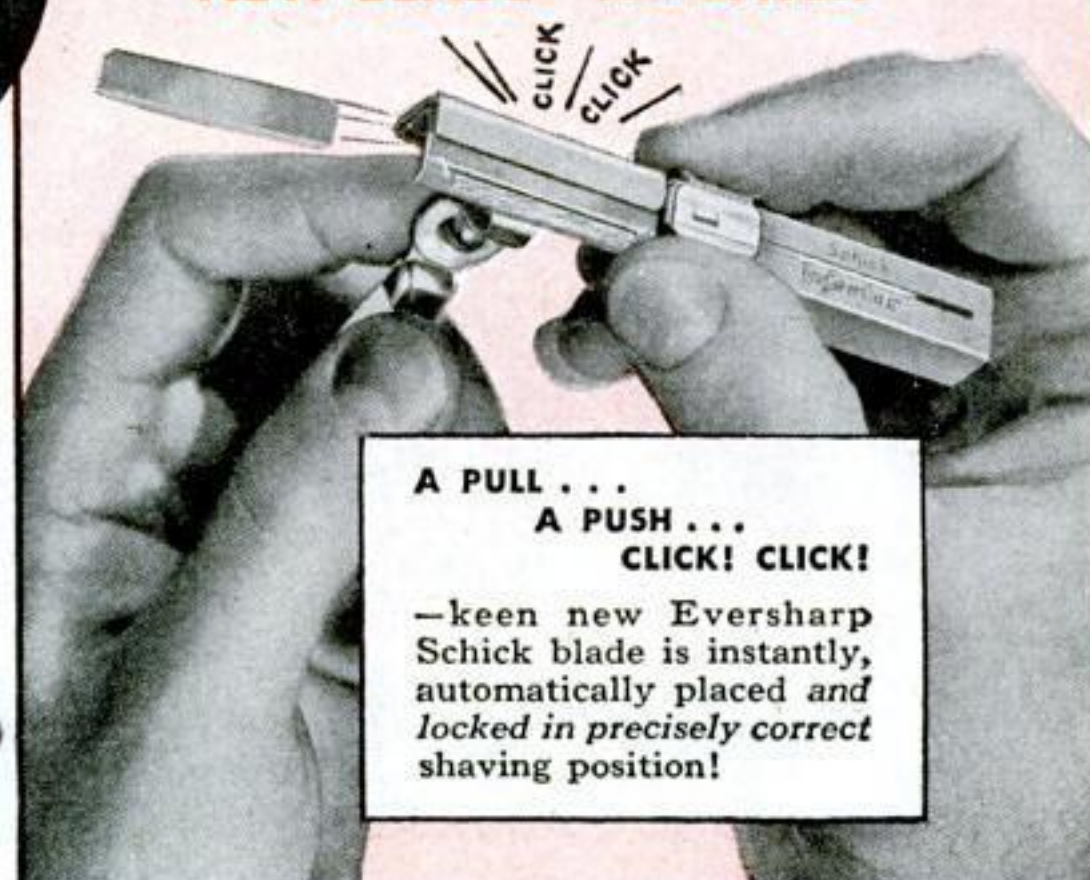
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CLICK! CLICK!

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DUEL

in the SUN IN
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RUSSIAN TROUBLE CONTINUED

standable why Soviet leaders feel compelled to divert the attention of the Russian people from home affairs to foreign affairs. Molotov constantly suggests that the U.S. and England are conspiring to subdue Russia, and thereby appeals for unity at home, saying in effect: if you grumble and complain, you are giving aid and comfort to the capitalistic world, which wants to snatch the fruits of victory from us.

Thus Soviet foreign policy is temporarily designed to:

1. Camouflage the unsettled internal situation.
2. Disguise Russian inferiority, both technological and cultural.
3. Create security or a security belt.

In the near future we shall have a great deal of trouble — perhaps serious conflicts—with Russia, for the reasons explained in this article. Yet we can get along with the U.S.S.R. if we understand the problems involved. The Soviets must produce consumer goods. In the '20s they tried to do so by using their own resources and machinery. Today this would cause even more internal chaos, hence they will need our help.

The Slavs, and especially the Russians, have always been extremely suspicious of foreigners. Even the otherwise Western-minded Czechs possess this strange Slavic trait. They attribute ulterior motives to all our actions. And ever since the foundation of the Soviet Union the good Bolsheviks have believed that the whole world is conspiring against them. Russia needs our help, but she suspects us. If we are friendly yet firm enough to remind her that we were victoriously allied with her, not conquered by her, we can collaborate with Russia and within a few years be in a position to set up a system of collective security.

Russia's present foreign policy is also a heritage of czarist days complicated by Bolshevik ideology. The old idea of a warm-water port, for example, worried Peter the Great no less than it worries the Russians now, and recent Iranian disputes are strongly reminiscent of 1903, when only the able diplomacy of George Nathaniel, Marquess Curzon of Kedleston, halted Russian ambitions in Persia. Pan-Slavism, the plan to bring all Slav lands under Russian control or influence, was employed by the czars, just as it was used by the Bolsheviks in 1931 when they launched their Balkan Federation and by Stalin again in 1945. Only the Communist angle is new, but those who have been in a country occupied by the Soviets know that Russian occupation constitutes a good sobering medicine, if not a cure, for Bolshevism.



THE RUSSIAN SOLDIER took up guard in Central Europe with suspicion of everything non-Russian. But he was much impressed by what he saw beyond the Soviet border and has become more critical of his Communist society.

56X2. IVORY-PLASTIC BEAUTY for your bedside table, kitchen, den, dining or playroom. Easy-to-read, straight line dial. Has the "Golden Throat." . . . \$2725*

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• Take all the things you want in a table radio—put them together—then add the "Golden Throat"!

You'll look far to find more of your desires in a single set—and in no other make will you find the mellow, balanced tone of the "Golden Throat." Here's beauty, performance, value . . . a powerful superheterodyne radio with electro-dynamic speaker, built-in antenna, 2-point tone control to bring out treble or bass. All this, plus the "Golden Throat," in a "decorator" cabinet of creamy, ivory finish plastic. Or, choose the same RCA Victor quality in any one of the other models shown. See, hear for yourself at your RCA Victor dealer's today.



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unless you're best



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First—every year for 31 years

GOOD 



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Two versions of the world's finest tire:
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Out of the world's greatest rubber research laboratory have come great *new* improvements. Improvements which make 50,000 miles and over not unusual on today's Goodyears. This is the fact—the Goodyear tire is the best tire on the market today. And that is why, in 1946, Goodyear holds its place as America's first-choice tire for the 31st consecutive year.

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Brother—
what a
difference!

...when the engine is **Mobiloil Clean!**

Amazing new cleaning properties of
NEW Mobiloil mean peppier, smoother
performance, more efficient engine operation.
For top protection these hot Summer days,
check oil regularly—ask for **NEW Mobiloil!**

ENGINEERS will tell you—the *cleaner*
you keep an engine, the better it per-
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Tests have proved that this amazing
new oil keeps valves, pistons, rings free
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Your whole engine is better protected,

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Avoid trouble—get the most from Sum-
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Don't Just "Change Oil"—Change to
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TUNE IN BENNY GOODMAN AND HIS ORCHESTRA, MONDAY EVENINGS, 9:30 E.D.T., NBC



DOROTHY MCGUIRE, AS A WAR WIDOW, PICKS UP A MARINE (GUY MADISON) IN A BAR, TAKES HIM TO HER APARTMENT AND MOST CONVINCINGLY LEADS HIM ON

Till the End of Time

Dorothy McGuire turns seductive

The love scene which is just getting going in the picture above marks a definite milestone in the movie career of Dorothy McGuire. Coming after four films in which she portrayed variously a child-like girl with a bad mother complex (*Claudia*); a plain, struggling mother (*A Tree Grows in Brooklyn*); an ugly duckling (*The Enchanted Cottage*), and a tongue-tied slavey (*The Spiral Staircase*), her role in RKO's *Till the End of Time* gives Miss McGuire her first opportunity to display not only her gen-

uine, unretouched beauty but an adult and sexy charm. For other than that enticement, however, this new movie is undistinguished. While slickly made from Niven Busch's *They Dream of Home*, its story of three returning Marine veterans is a little too pat. It is overloaded with inspirational preachments about a great many worthy subjects. And while Miss McGuire is excellent, the male lead, Guy Madison, a 24-year-old ex-sailor in his first big part, is alternately cloying and wooden.

Haven't you longed for *comfort-in-action?*

SIS:

WOULDN'T YOU KNOW
WE'D MOVE TO THE
COUNTRY TODAY OF
ALL DAYS! I'M SO
UNCOMFORTABLE
I COULD SCREAM!

RUTH:

NOW WILL YOU
LISTEN, SIS—AND
TRY MY FAVORITE,
MODESS—THEN
YOU'LL SEE WHAT
REAL COMFORT IS!

MODESS IS
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It's something you won't believe—till you've *tried* it! Till you've walked, worked, or romped through a day and seen for yourself Modess is *truly soft*!

Soft as a cloud, oh-so gentle—and how Modess softness *lasts*! How *comfortable* you are, no matter what!

There's such a lighthearted, safe, secure feeling that comes with Modess' special protection, too. A triple safety shield guards you every second against accidents.

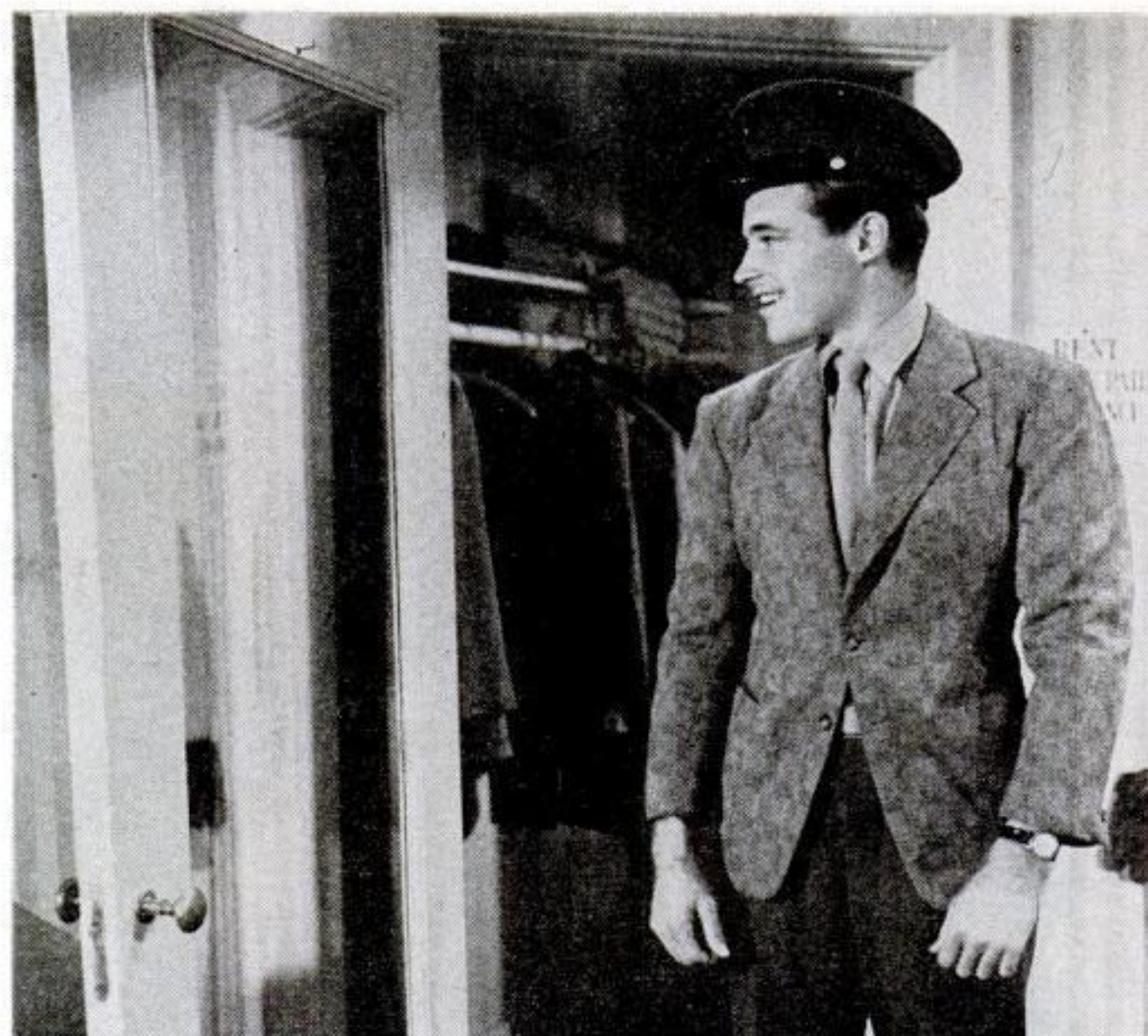
And a triple-proved deodorant guards your precious charm . . . helps keep you dainty as a flower petal!

No telltale outlines with Modess, either—it's silhouette-proof.

It's America's luxury sanitary napkin—yet it costs no more than other leading brands. You'll appreciate the extras it gives you—try Modess!



"Till the End of Time" CONTINUED



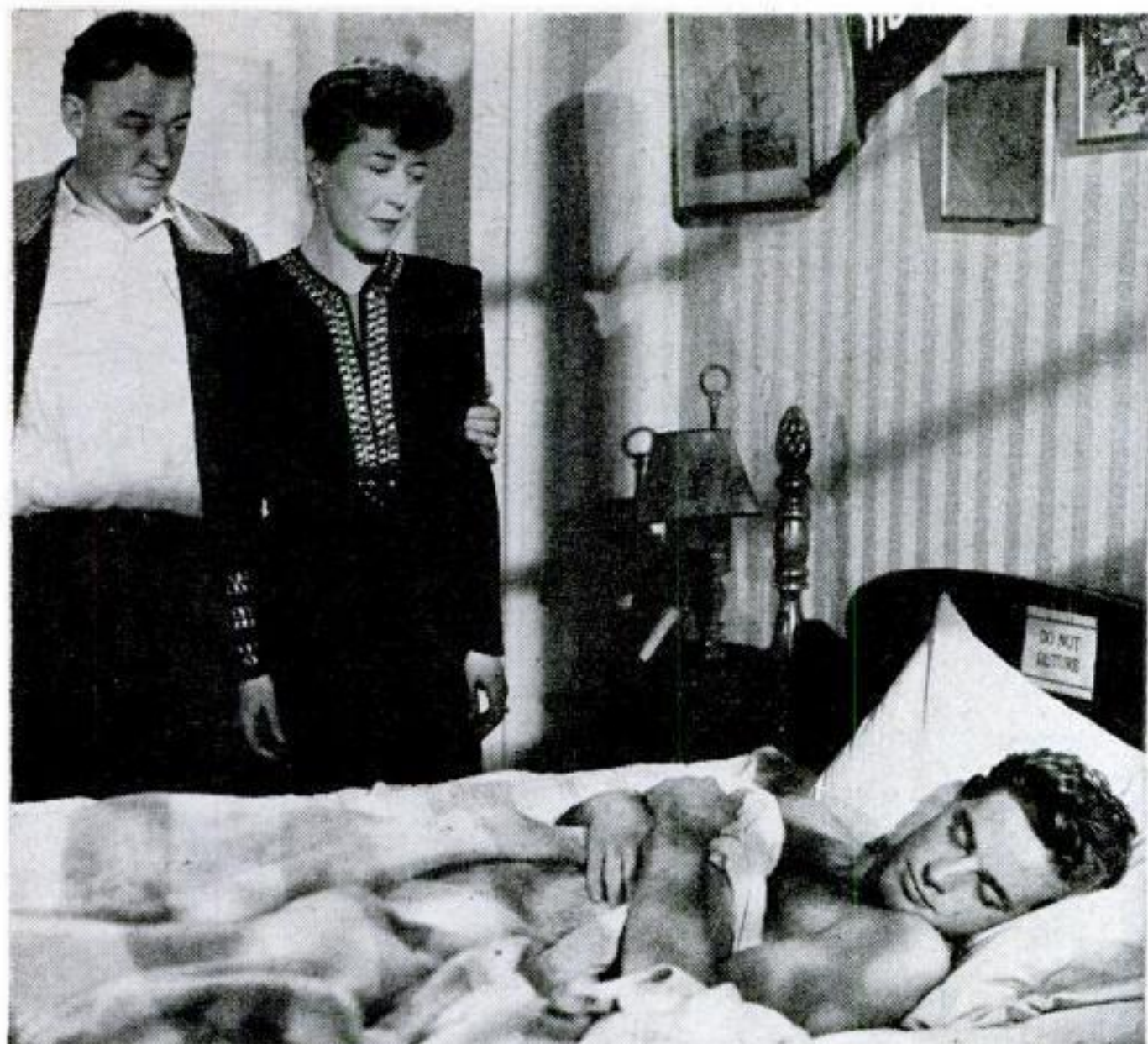
HOME FROM THE WAR, marine Cliff Harper (Guy Madison) discovers that either he or his prewar jacket has changed size. Soon he drifts off to a bar.



CLIFF MEETS PAT, a war widow (Dorothy McGuire), who is drinking with a friend. Afterwards she takes Cliff home. Both feel a terrible loneliness.



VETERAN WITH THE "SHAKES" is calmed by Pat who understands GI problems. She gets Cliff a job but he fights with the foreman and quits.



PARENTS ARE DISMAYED as Cliff sleeps late and wanders from job to job instead of buckling down to civilian life. Meanwhile he breaks off with Pat.



CLIFF'S FRIENDS, Perry (left) and Bill, are accosted by organizer (center) for a veterans' group which foments bigotry. A fight starts and Cliff joins in.



BIGOT IS FLOORED by Perry, both of whose legs are artificial. But Bill is badly hurt. This shocks Cliff from listlessness, helps reconcile him with Pat.



GORGEOUS

SHE HAS A *Gabytan*

Her skin has that golden glow which men adore and other girls envy. But why *envy* a Gabytan? Get one! Gaby — America's popular Suntan Lotion — makes it easy for even tender blonde skins to acquire a Gabytan. No smeary grease. No drying alcohol. Just remember . . .

A bottle of Gaby is Rule No. 1 for those who enjoy the summer sun!



The sure killing action of famous DDT is spiked with lightning-quick pyrethrum extract in Chase'm Insecticide Spray. Sure death to fleas, mosquitoes, moths, roaches, etc.

CHASE'M
Insecticide **SPRAY**



KILLS BUGS FAST!

Contains 5% DDT plus
Pyrethrum Extract

CHASE'M CO. • PHILADELPHIA 22, PA.



OPEN-AIR BAPTISM was observed on hard floor of canyon beneath cottonwood tree. Bishop was assisted by Archdeacon J. Rockwood Jenkins, who has visited Hav-

asupai for 24 years, and the Rev. Arthur G. Pedersen (*far right*), supervisor of the Grand Canyon region. While the bishop read opening liturgy, youngsters watched suspiciously.

INDIAN CONVERTS

Episcopal bishop baptizes Indians on floor of remote Arizona canyon



BISHOP A. B. KINSOLVING

Last month Arthur B. Kinsolving II, Bishop of Arizona, rode horseback down a rocky trail to a remote Arizona canyon on an arduous mission which Episcopal clergy have been performing every year for a quarter of a century. His destination was Havasu Canyon,

home of the Havasupai Indians, one of the most backward tribes in the U.S. There, after visiting the Indians' mud houses and watching them cultivate their few beans and cornstalks, the bishop confirmed seven adults and baptized three children beside the sparkling blue waters of Havasu Creek.

Episcopalians first came to the Havasupai in 1923 to wean them from their vice of gambling. For 13 years the churchmen had no luck. But in the fourteenth year, a hard-drinking Indian, Jim Crook, repented his sins, asked for baptism. He became a powerful leader among the Havasupai and by last year had helped convert 39 Indians from a total population of 218. Last summer the missionaries made a notable convert when Chief Big Jim was baptised.

When Arthur B. Kinsolving was appointed Bishop of Arizona last year, he became the third bishop in a distinguished Episcopal family. His father was Bishop of Brazil, his uncle Bishop of Texas. Nine Kinsolvings, all descended from a 19th Century country preacher, Ovid Americus Kinsolving, have been Episcopal clergymen and have brought such renown to their name that a hearty undergraduate song at the University of Virginia, where most of them studied, begins:

"My brain is revolving," cried Bishop Kinsolving, Heigh-ho, we'll blow the man down. . .



AFTER A THREE HOURS' RIDE DOWN CANYON BISHOP KINSOLVING GETS FIRST VIEW OF SUPAI RESERVATION



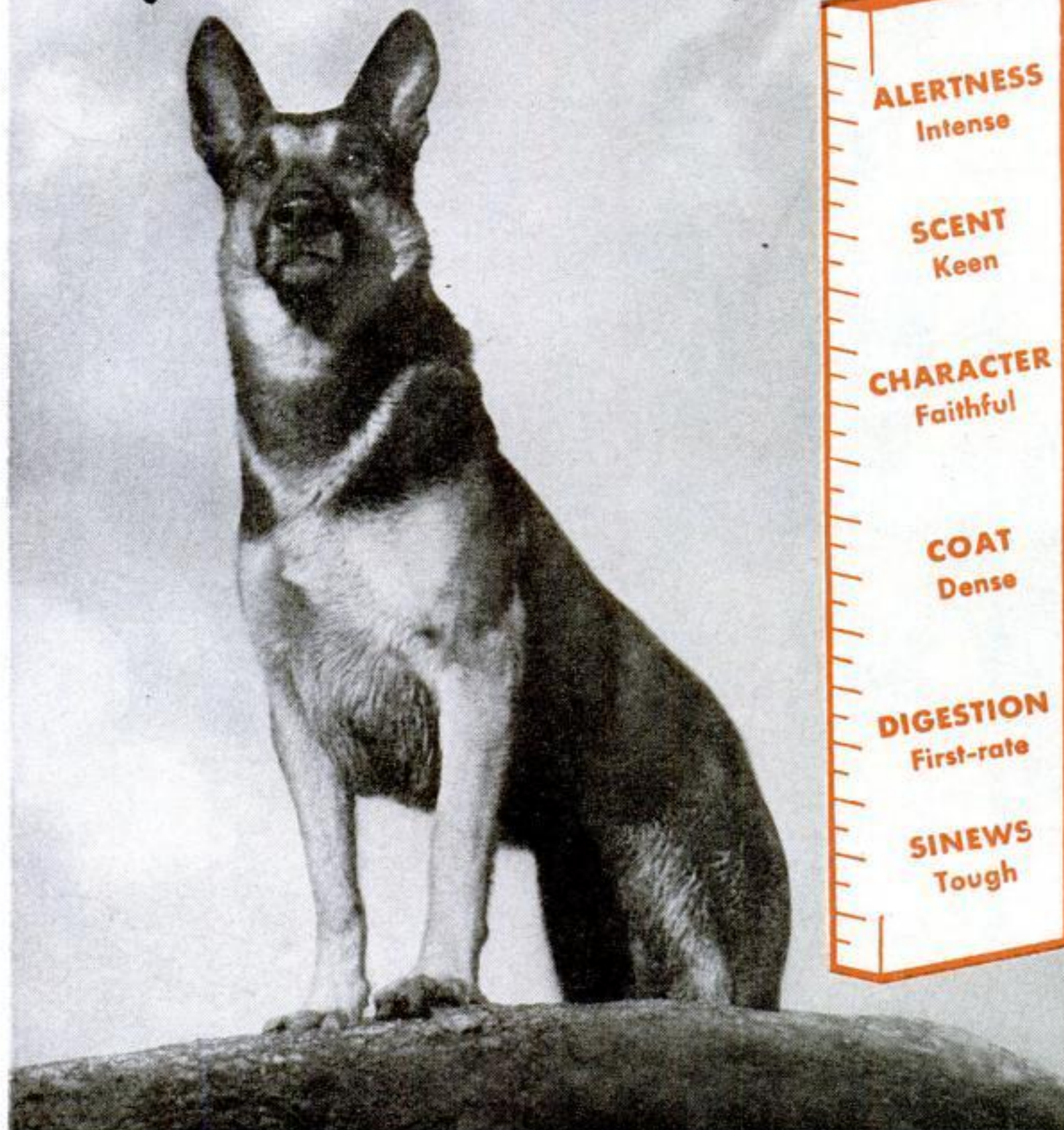
CONFIRMATIONS took place in the government schoolhouse because the Indians have no church. Bishop grasps hand of Clark Mexican Jack, one of seven new members.



CHIEF BIG JIM, supposed to be aged 100, was confirmed in private ceremony. Last year he identified portrait of Christ as likeness of Indian God Bagiova he saw in dream.

To keep him feeling

"ON TOP OF THE WORLD"



... nourish **EVERY INCH** of him with **GAINES!**

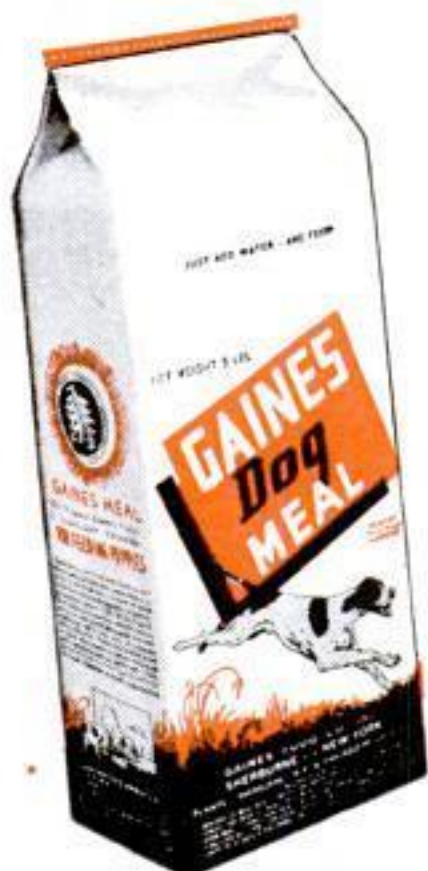
● To nourish every inch of your dog, a food must supply so much... so many things that meat alone can't supply. In GAINES there's every type of nourishment dogs are known to need. So make GAINES the main

part of every feeding. You will find GAINES more economical to feed than any other type of dog food. It is a Meal dogs love. A stand-by of veterinarians for over 16 years. Largest-selling dog food in America!

IN EVERY POUND OF GAINES

All this nourishment

For variety, try Gaines Krunchon, which is Gaines Meal compressed into crunchy pellets



As much body and strength-building *proteins* as in 1½ lbs. beef

As much energy-making *carbohydrates* as in 2 qts. cooked oatmeal

For sleek appearance and glossy coat—the *fats* that would be provided by 1 oz. butter

For strong bones and teeth—the *minerals* that would be provided by 1½ lbs. cheese

For red-blooded vitality—as much *iron* as in ¼ lb. beef liver

VITAMINS: As much *vitamin A* as in 5 eggs; *thiamine (B₁)* as in 1 lb. whole-wheat bread; *riboflavin (B₂)* as in 1 qt. milk; *niacin* as in ½ lb. fresh mackerel... and all other members of the B-complex which normally accompany thiamine, riboflavin, niacin.



GAINES

COMPLETE MEAL

"Nourishes Every Inch of Your Dog"

Copyright 1946 by Gaines Food Co., Inc., Sherburne, N. Y.

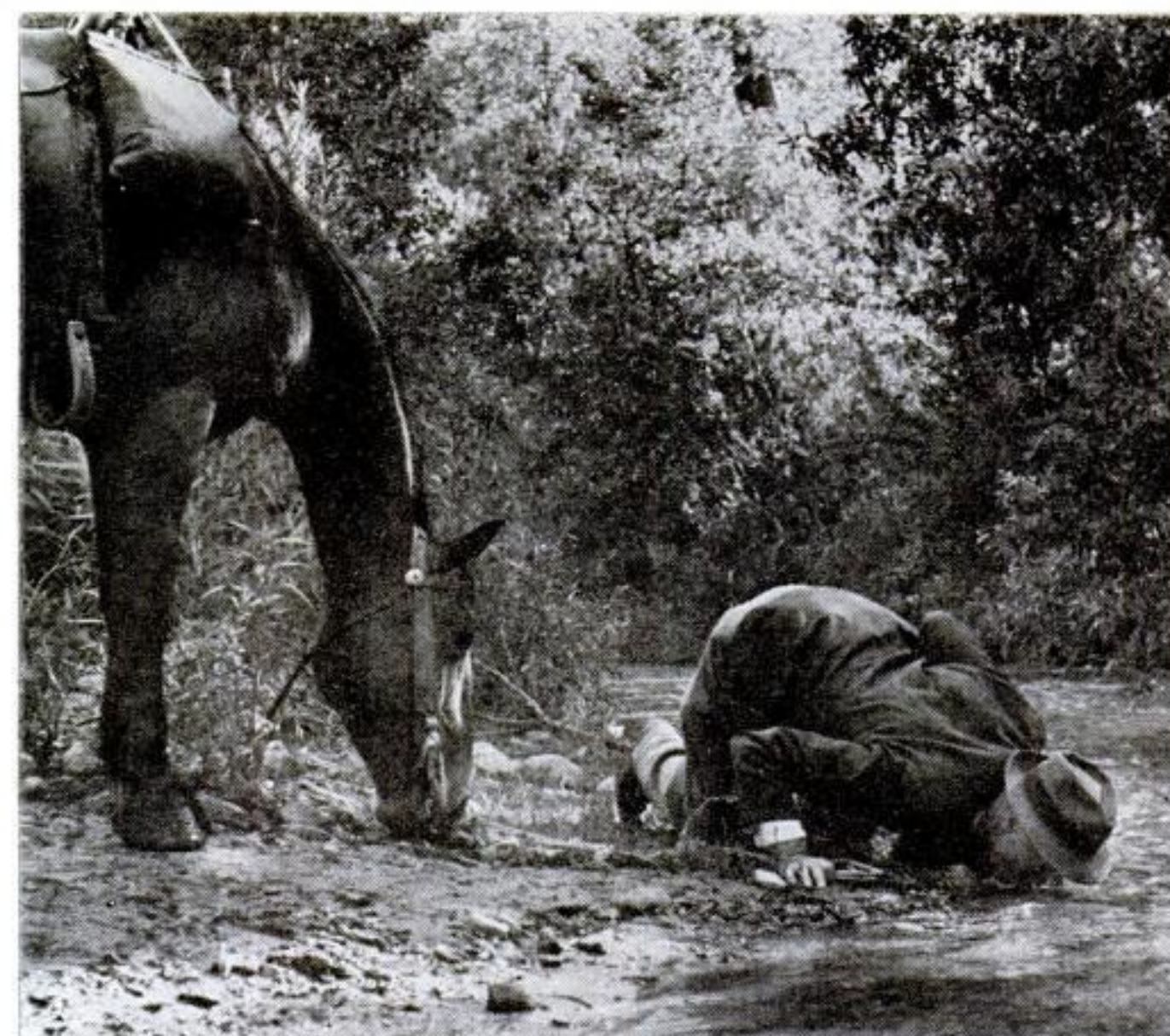
Indian Converts CONTINUED



INDIAN BABY, safe under sunshade, was friendly. This helped because the church's work with superstitious Indians would suffer if baby had cried.



DISHWASHING was daily chore of bishop and the Rev. Mr. Pedersen during three-day stay in government hospital, best living quarters on reservation.



FRESH WATER from valley stream refreshed bishop and horse on 15-mile ride. Stream gave Havasupai name, which means "Land of Sky-blue Water."



"CAN DO" and KEDS go together

WHAT'S going on up there? Their feet go to work to find out. Keds help the climb with traction soles and a Scientific Last that leaves toes free to grow. Jumping off the cliff—chasing the gang—Keds Shock-Proof Arch Cushion absorbs jolts.

No matter what a boy asks his feet to do—Keds help him do it better. Four generations of shoe building experience go into Keds—one reason they've always been favorites with boys. Cool breathing uppers protect his feet from excessive perspiration and they are washable just like his socks.



"U.S." Keds
REG. U. S. PAT. OFF.
The Washable Shoe



KEDS SHOCK-PROOF ARCH CUSHION

(in certain shoes) absorbs jars and jolts—helps avoid overstrain and fatigue. A Keds feature famous for years.



**KEDS
SCIENTIFIC LAST**
is designed to fit growing feet. Gives straight-line toe action. Barefoot freedom with protection.

HYGIENIC KEDS are kept clean and odorless—the right way. Plain soap and water. Tub-able and scrub-able.

*Genuine "U. S." KEDS are made only
by United States Rubber Company. Look for the name.*



SERVING THROUGH SCIENCE

UNITED STATES RUBBER COMPANY

ROCKEFELLER CENTER, NEW YORK



"EUSTACE TILLEY," WHO APPEARS ON THE COVER ONCE EVERY YEAR, IS "THE NEW YORKER'S" IDEA OF ITSELF

"NEW YORKER" COVERS

They gently satirize the life of the big city and its suburbs

The covers of *The New Yorker*, like the urbane magazine which they adorn, portray life in and around the city with sharp but affectionate satire. To show city dwellers to themselves in this pleasant perceptive light the Museum of the City of New York this year put on an exhibition of *New Yorker* covers. And, since much of the work of *New Yorker* cover artists is good art as well as good fun, the originals of 75 of the magazine's covers, some of which are shown on these pages, will go on tour to U.S. art galleries in the autumn.

New Yorker artists cover all phases of metropolitan living. Russian-born Constantin Alajálov concentrates on city night life, poking sharp fun both at entertainers and audience. Hungarian-born Ilonka Karasz sympathetically satirizes the hectic commuter who scrambles madly to and from the country laden with baggage and blossoms. Helen Hokinson's well-upholstered ladies, who already have the status of classics, have been given their male counterparts by Perry Barlow, whose New York men valiantly and vainly try to keep

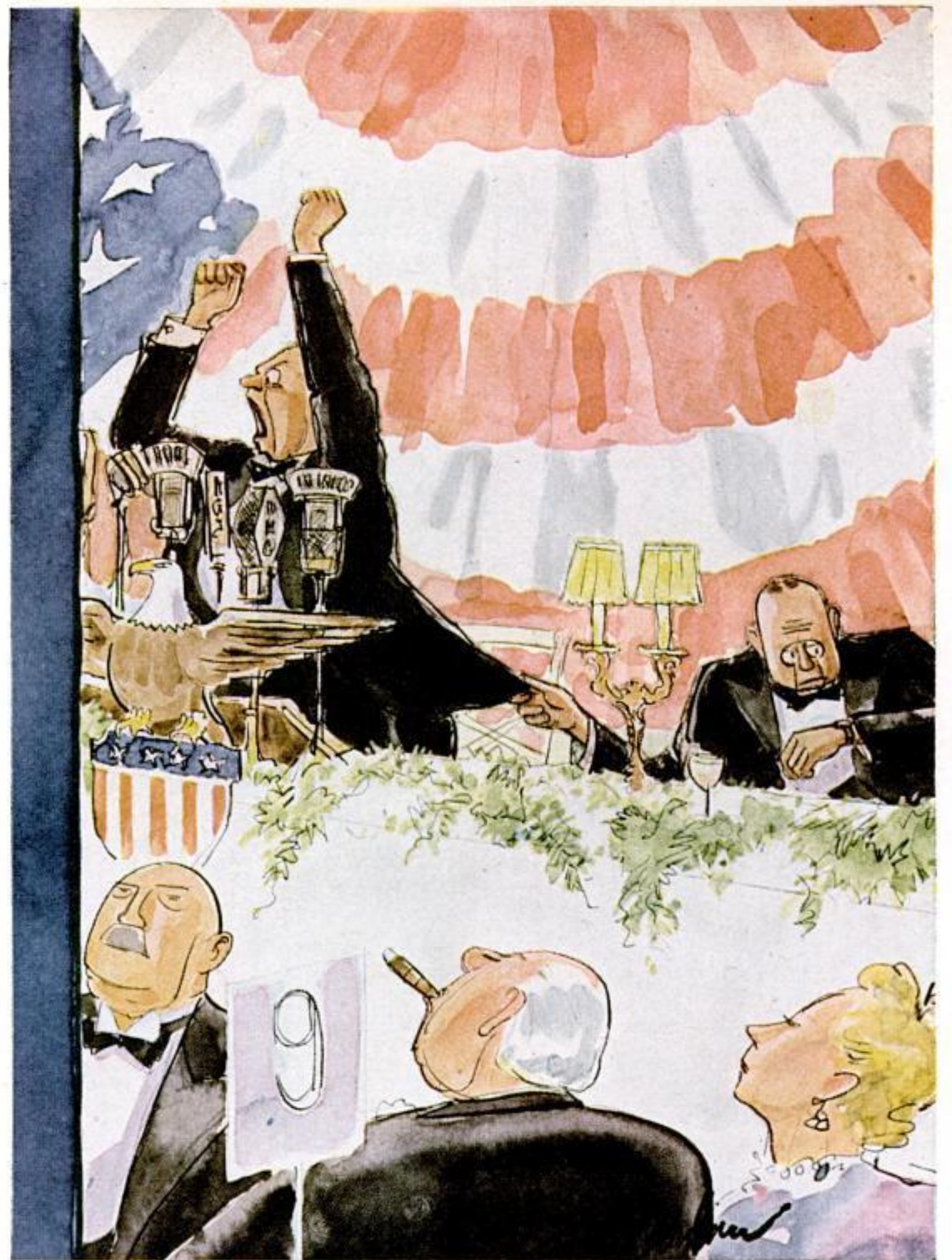
up with their neighbors, the latest fads and the current headlines. Artist Mary Petty reaches back into another generation of New Yorkers and shows them genteelly fading away among their Victorian bric-a-brac.

These *New Yorker* artists have produced a panorama of their city which defies formula. In fact it even seems to defy Harold W. Ross, the magazine's successfully eccentric editor. As one of the artists has said, "What Ross says goes, but he doesn't know why he does anything and he doesn't know why he likes anything." Consequently *New Yorker* artists just wander around city and suburb and work up their own ideas. Most certain thing about *New Yorker* covers appears to be Artist Rea Irvin's "Eustace Tilley," shown above. Mr. Tilley was invented in 1925 by Ross and Irvin when they wanted to give readers the impression that *The New Yorker* had been around for some time and was just a bit snooty. *New Yorker* Trademark Tilley has appeared on the cover of every February anniversary issue since.

PERMISSION THE NEW YORKER © THE F.R. PUBLISHING CORPORATION



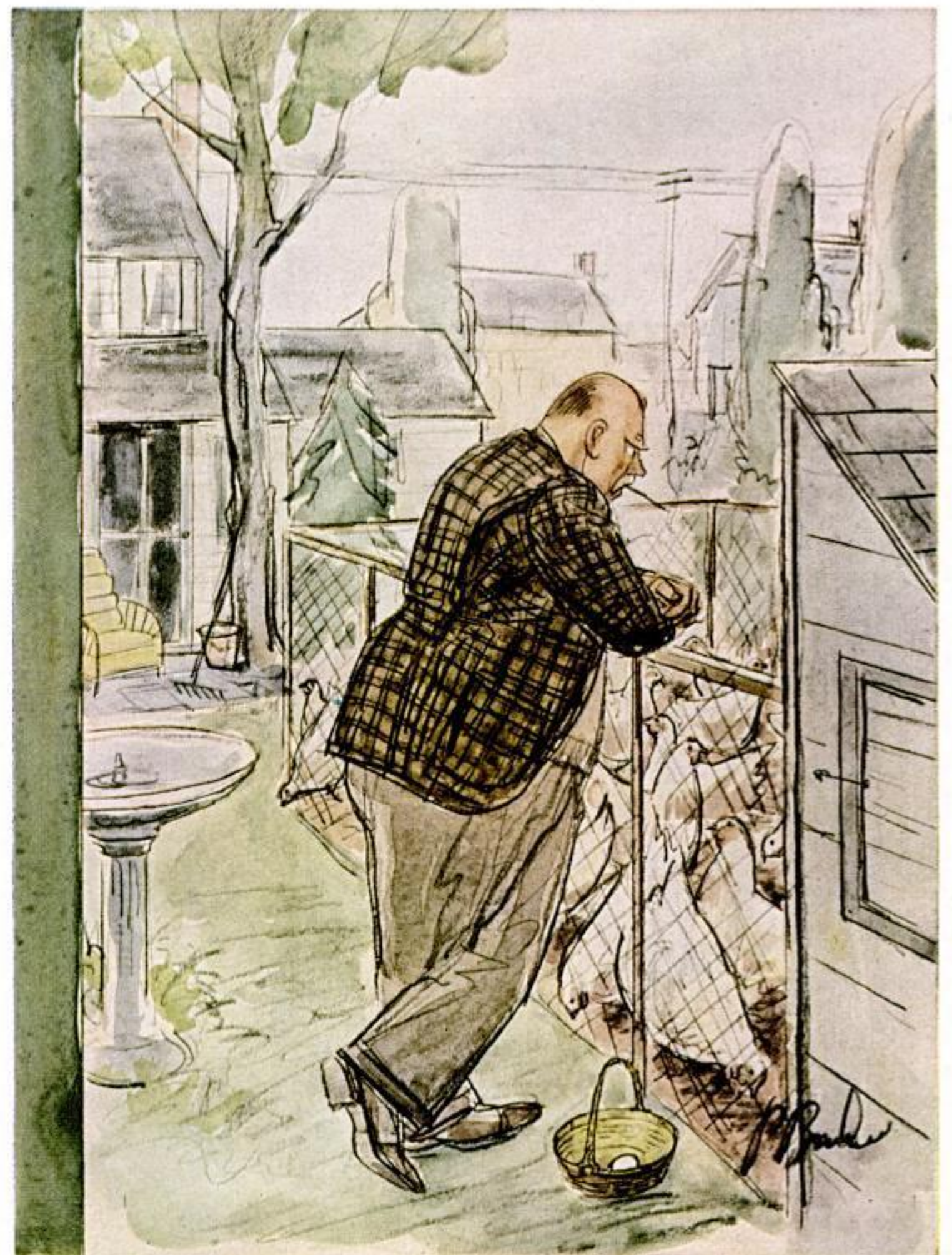
FIRST SIGNS OF SPRING in the city, according to this Leonard Dove *New Yorker* cover, are street-corner toughs hawking flowers wrapped in sexy tabloids.



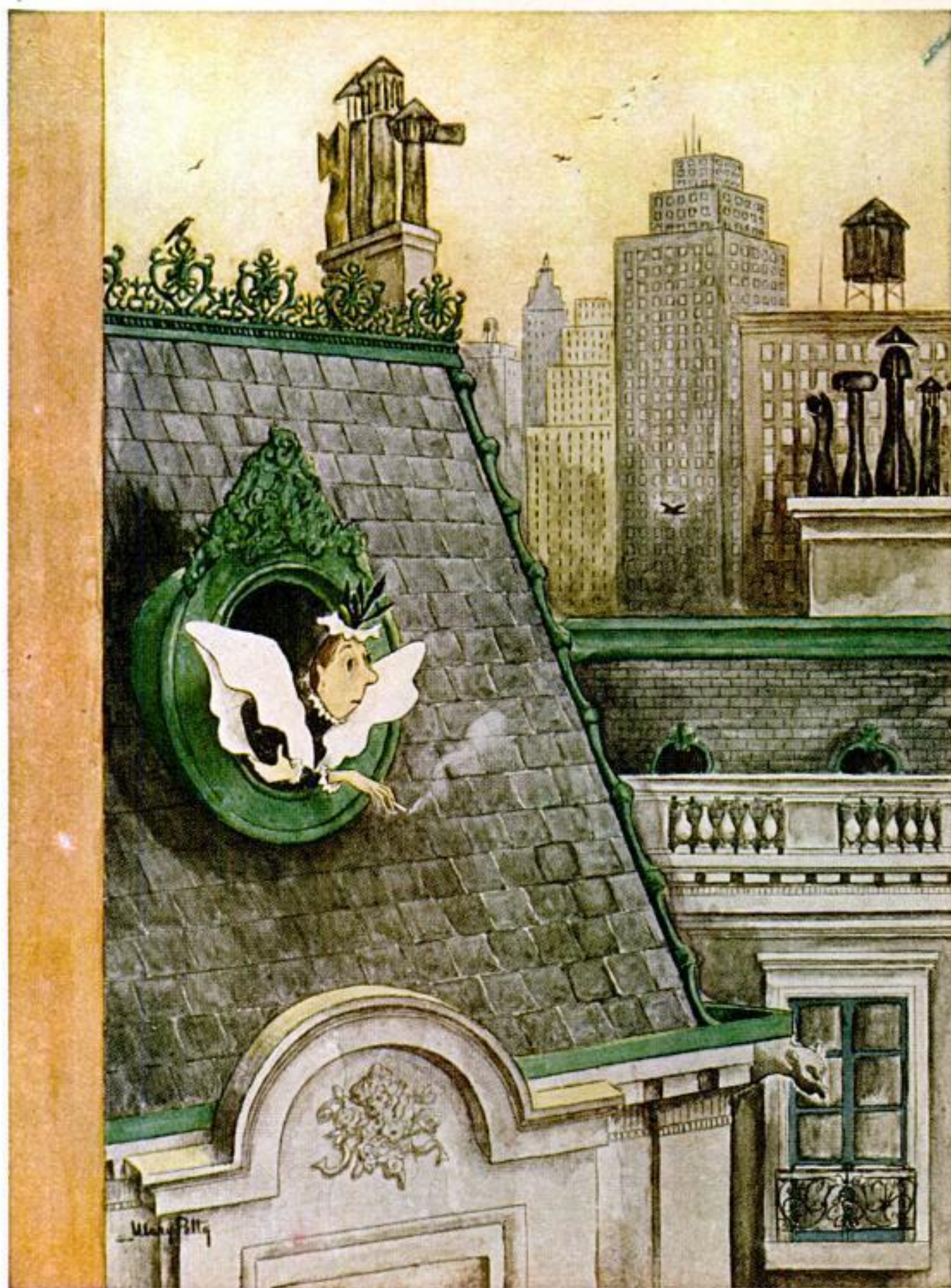
LONG-WINDED ORATORS are lampooned by Perry Barlow in this 1944 pre-election issue. Artist Barlow is color-blind so his wife fills in colors on his drawings.



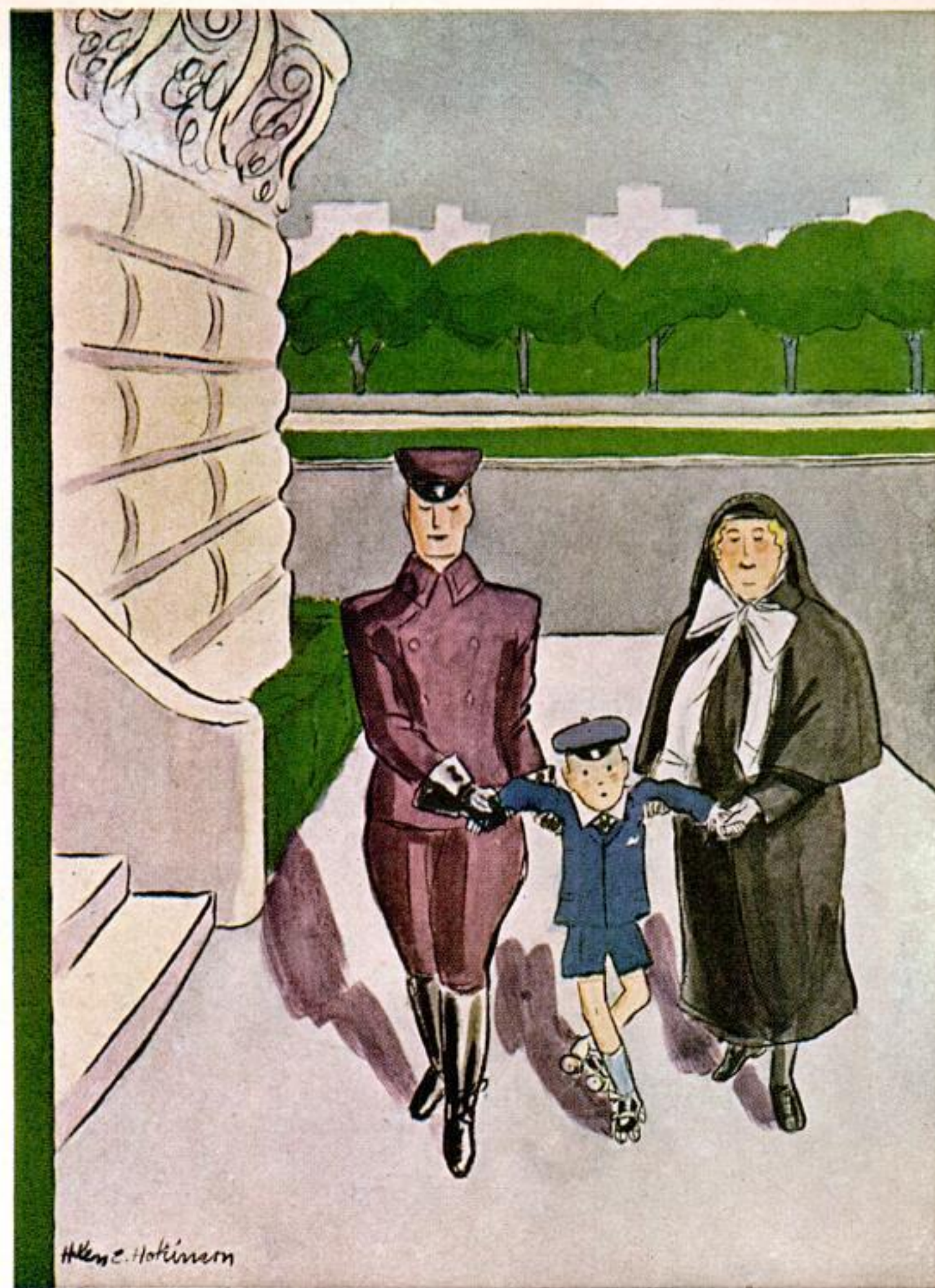
A FEMALE FISHERMAN, says Cartoonist Helen E. Hokinson, is too delicate to bait her hook. This Hokinson female brings her butler along to impale the worm.



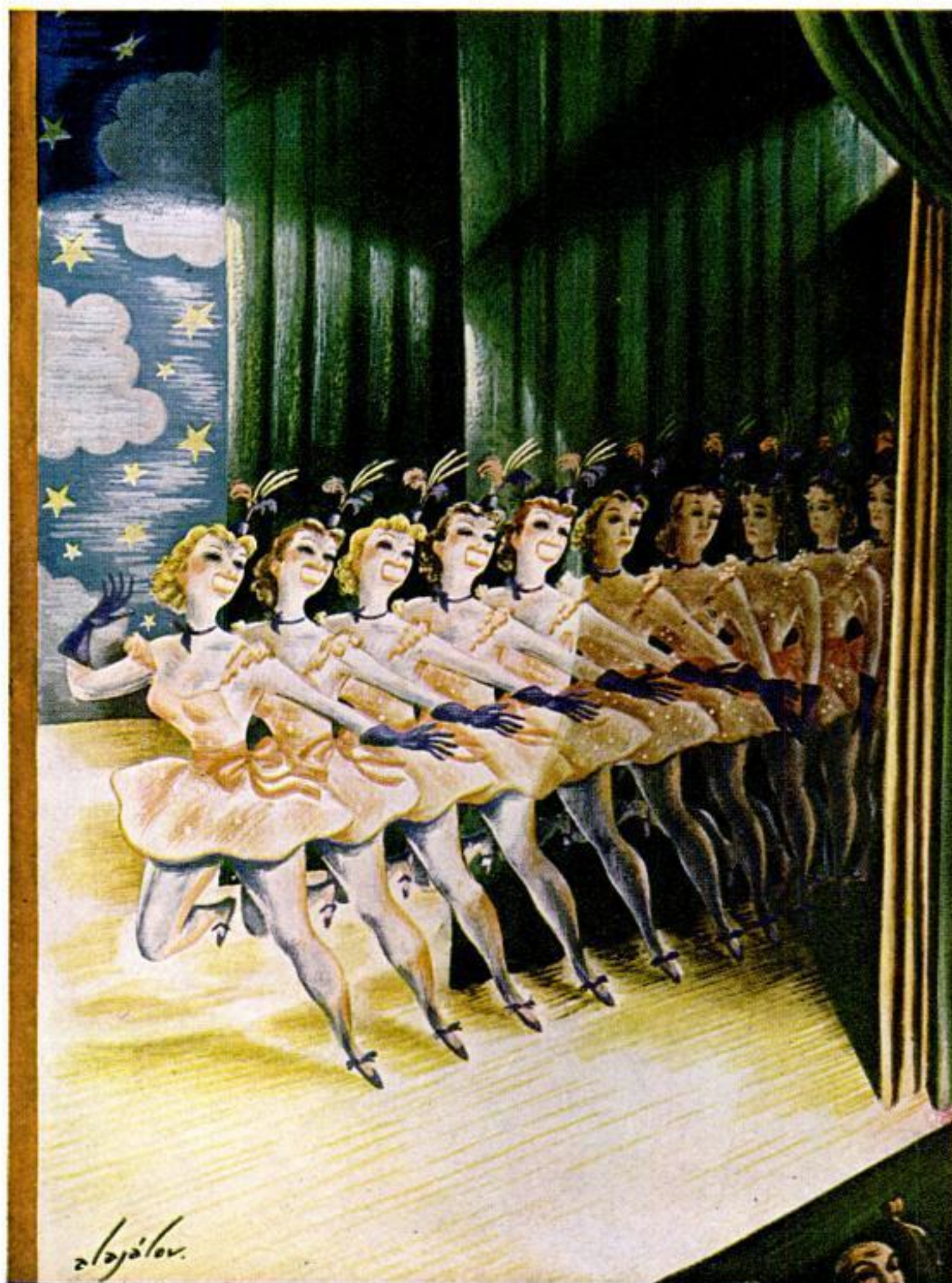
SUBURBAN VICTORY GARDENERS, at height of the craze when Perry Barlow produced this cover, raised chickens and brooded over day's crop of one or two eggs.



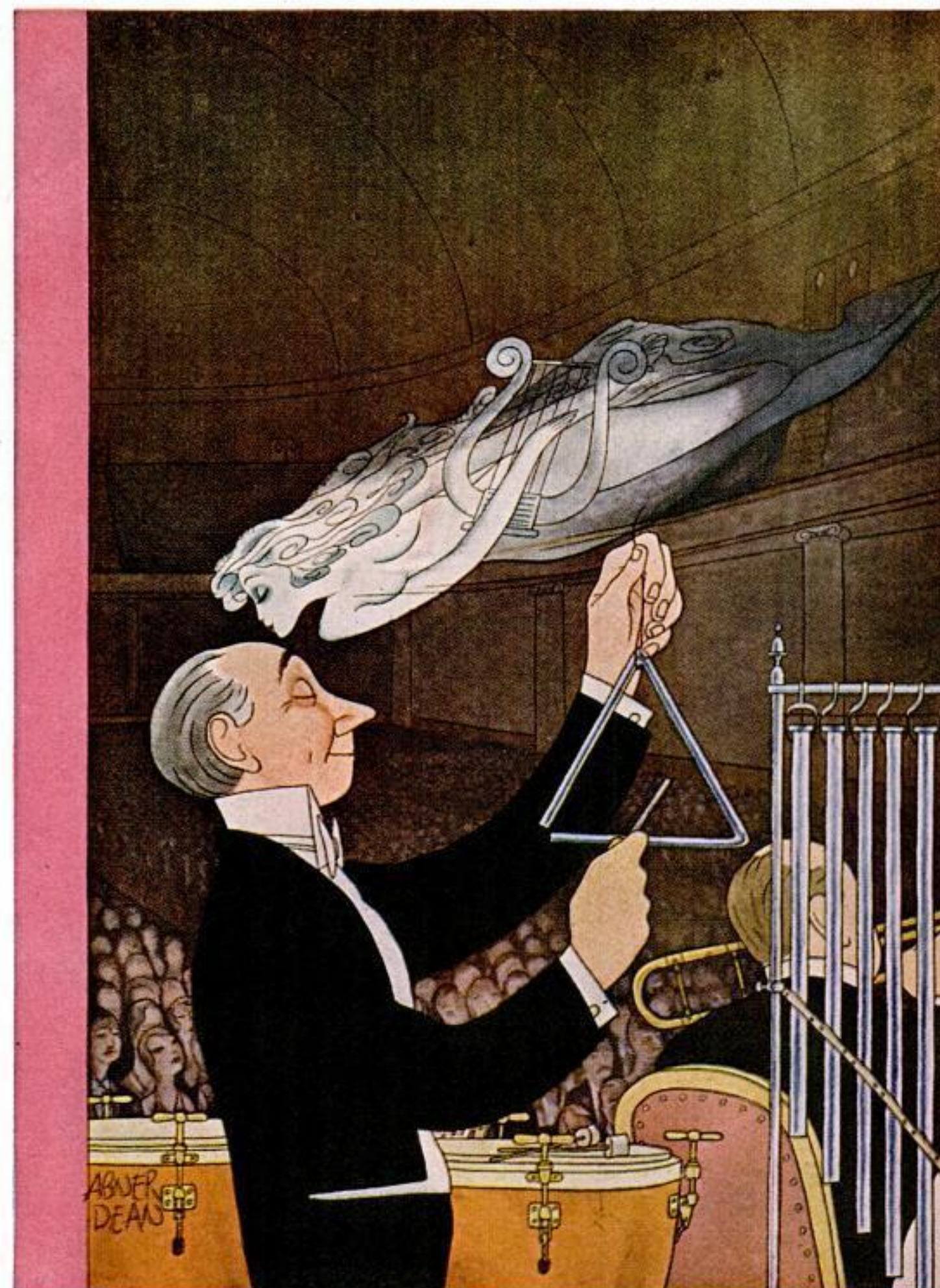
THE VICTORIAN DOMESTIC, almost a trademark for Mary Petty drawings like this 1941 cover, snatches a smoke in her attic maid's room in midtown Manhattan.



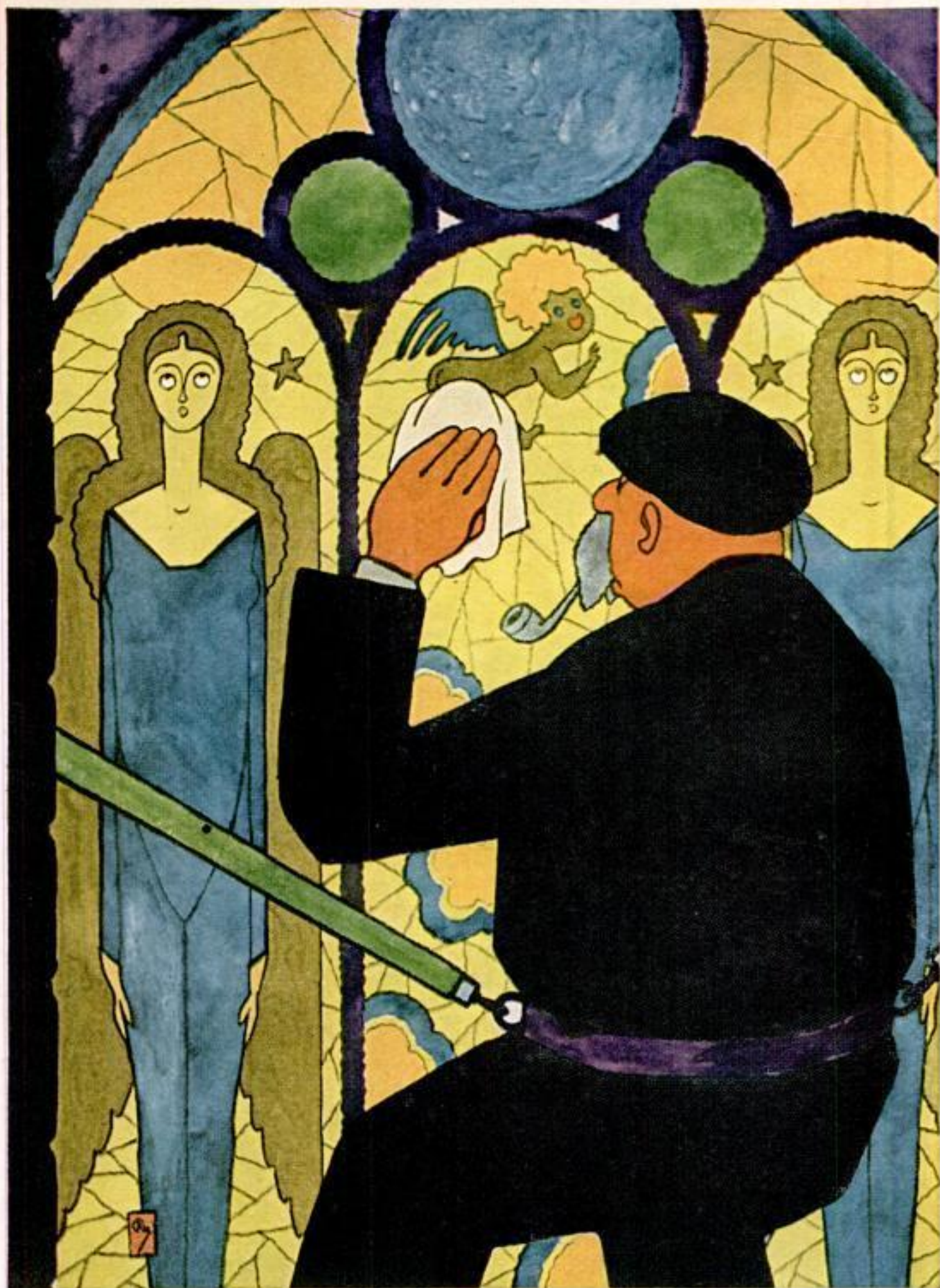
POOR LITTLE RICH BOY is flanked by chauffeur and governess while trying to learn to skate. Helen Hokinson saw this actual street scene near Central Park.



MUSIC HALL ROCKETTES were drawn by Alajálov, half of them looking deadpan in the wings, other half wreathed in identical smiles as they come into spotlight.



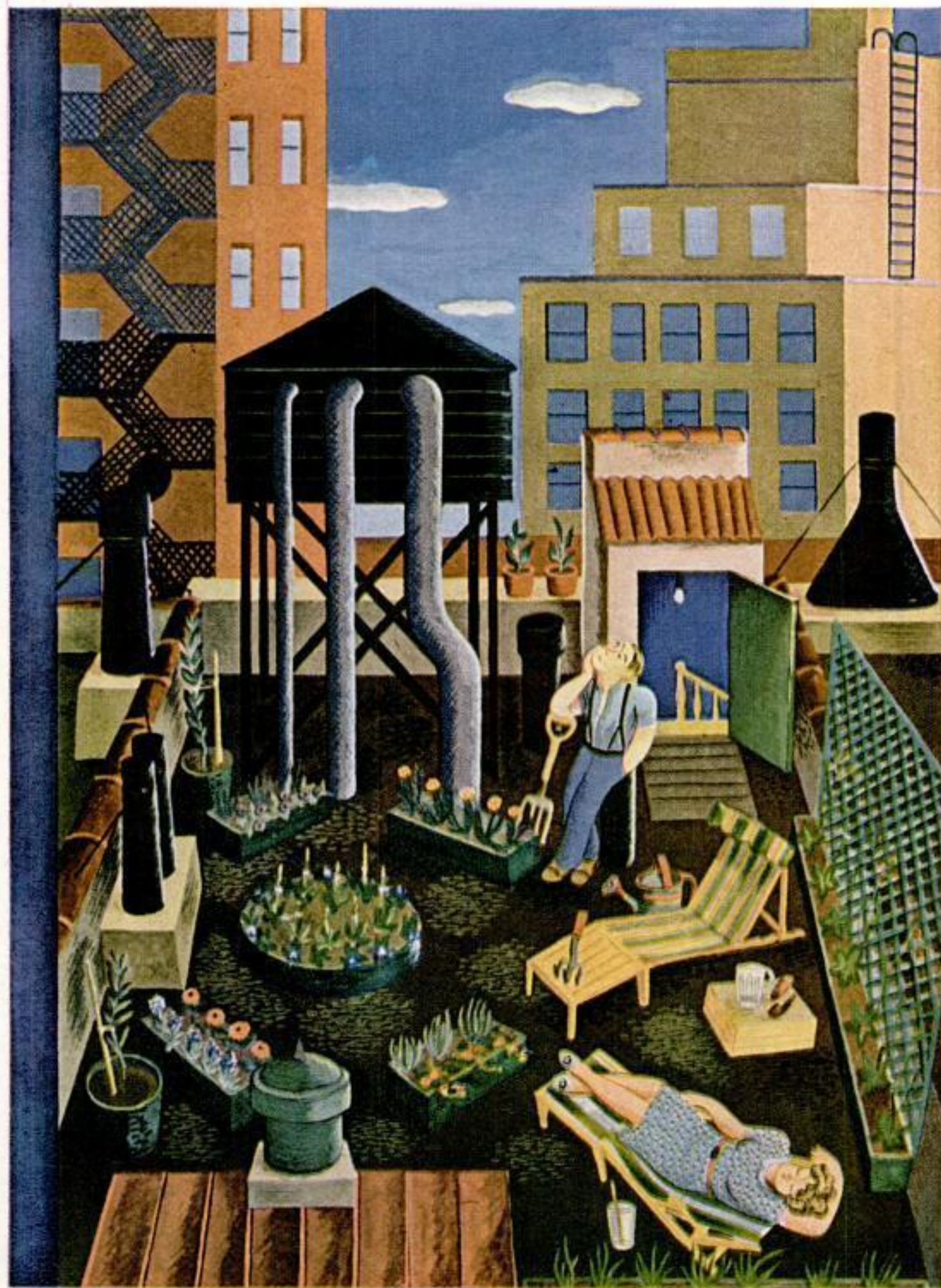
THE GREAT MOMENT when the muse-kissed tympnist happily contributes his all to the symphony is the subject of 1933 cover drawn by Cartoonist Abner Dean.



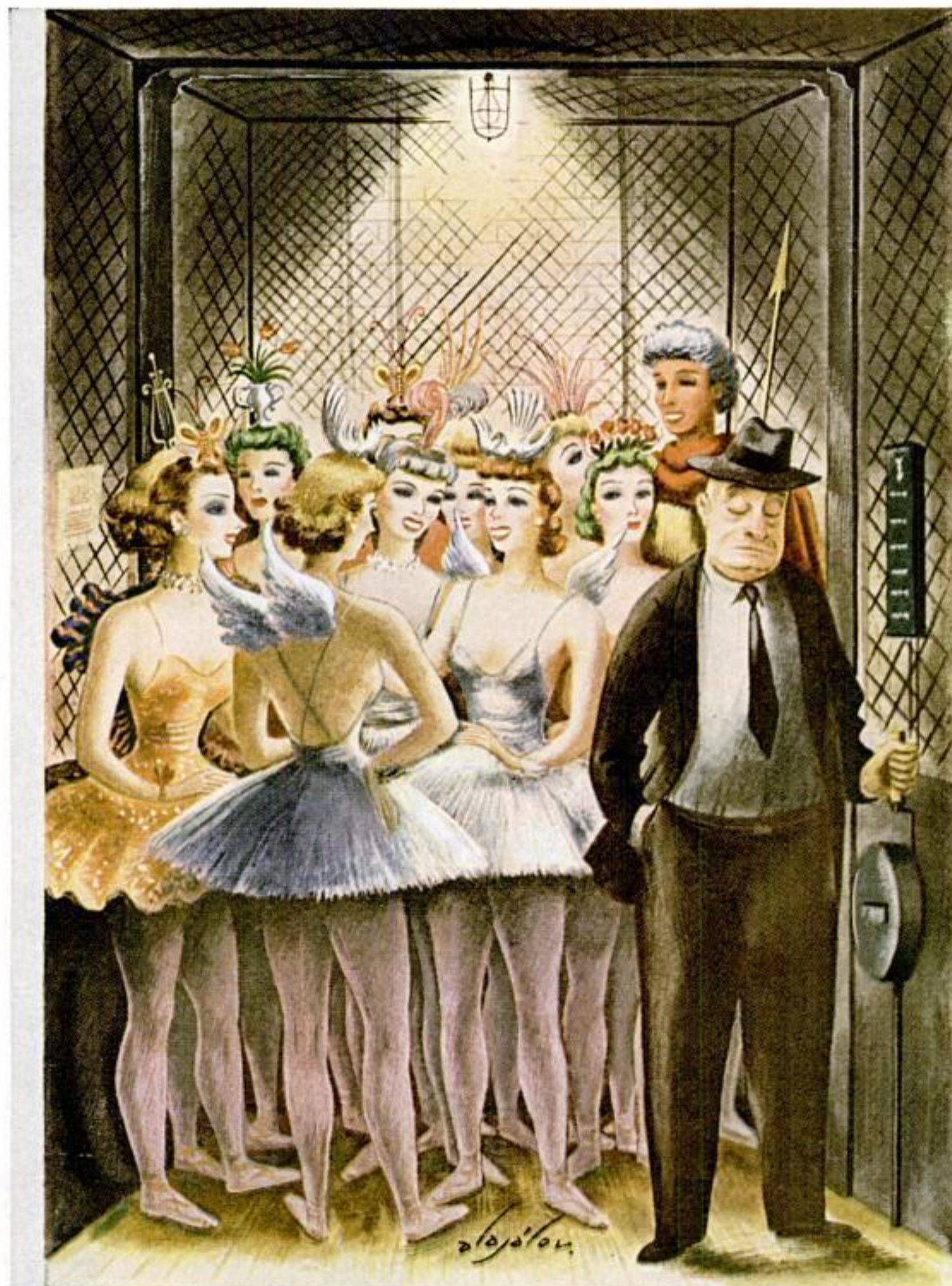
EASTER COVER for 1929 by Gardner Rea shows window washer meticulously mopping stained-glass cherub. Rea has worked for *New Yorker* ever since first issue.



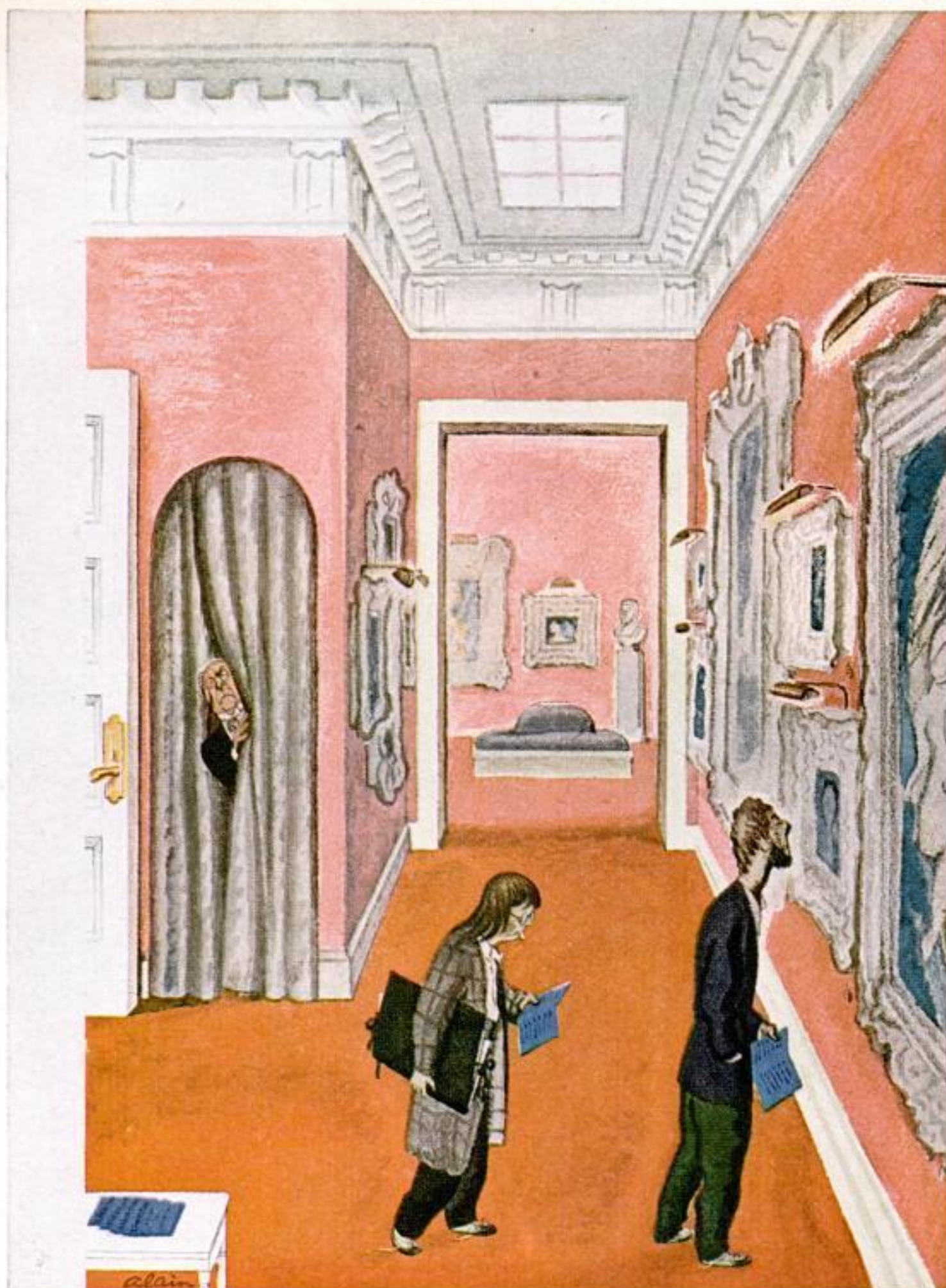
CHRISTMAS COVER for 1935 was drawn by Robert Day the Christmas before. Day's cover was inspired by sidewalk salesman whose mechanical toys routed shoppers.



CITY ROOF GARDENS are a typical Ikonka Karasz subject. A country dweller, Miss Karasz has sympathy for frustrated farmers struggling against the metropolis.



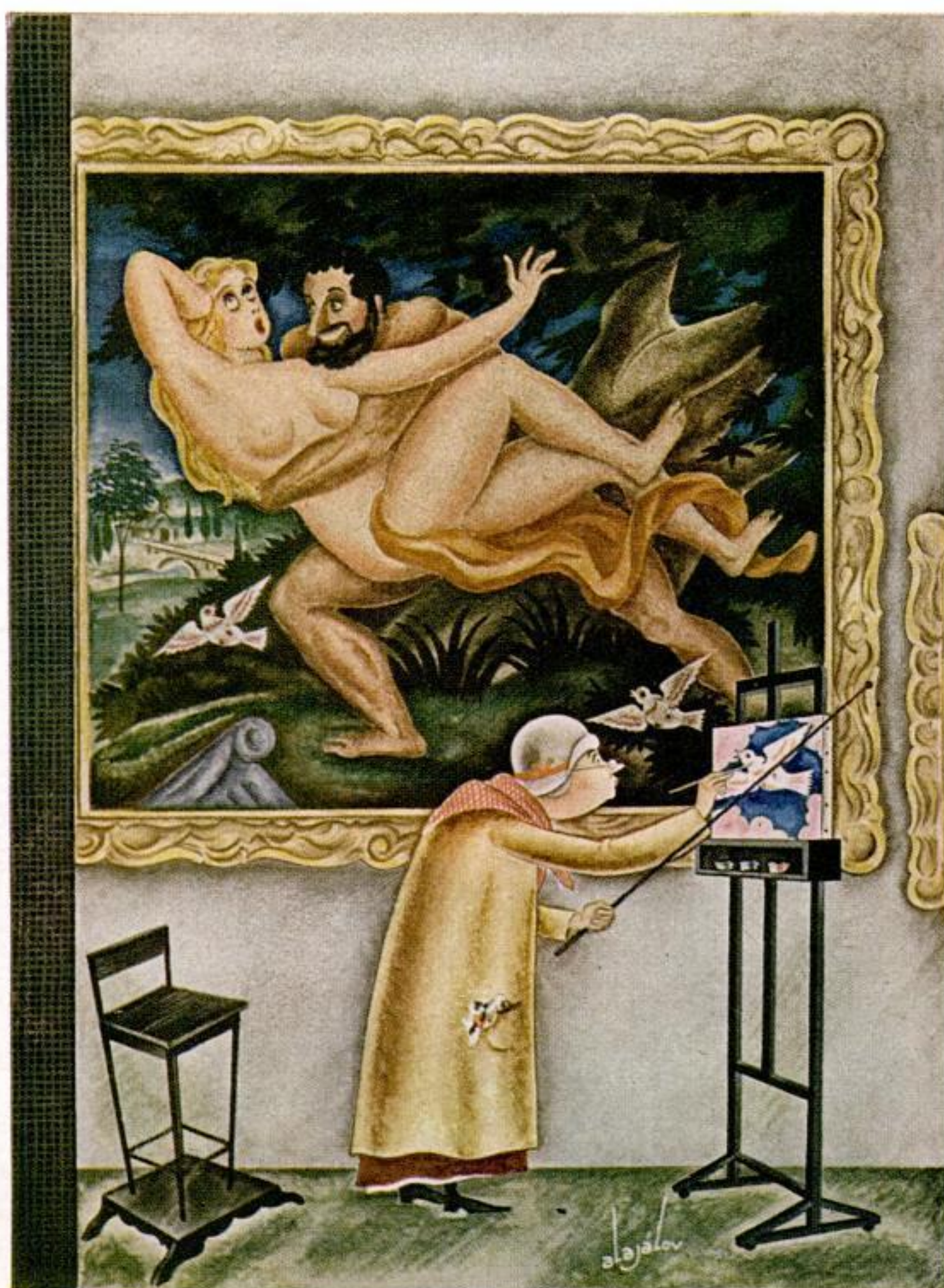
BACKSTAGE AT THE MET was 1943 Alajálóv cover for opera season. Alajálóv was impressed with the elevator man's complete indifference to his pretty passengers.



ART GALLERIES get many ribbings from *New Yorker* artists. This 1946 cover by D. A. Alain shows two Greenwich Villagers visiting a plush gallery on East 57th Street.



AN ART EXHIBIT OPENING, says Artist Alajálov, has little to do with art. He drew this 1944 cover after attending a preview at the Museum of Modern Art.



IN A FLORENTINE MUSEUM Alajálov saw this busy lady copyist. For a 1933 cover he drew her concentrating solely on a pigeon from *The Rape of the Sabines*.



AT METROPOLITAN MUSEUM, Leonard Dove saw schoolchildren on conducted tours. For a 1935 cover, he posed them in front of this Rubensian canvas.

Notorious
woman of affairs...

Adventurous
man of the world!

CARY GRANT
INGRID BERGMAN
in
ALFRED HITCHCOCK'S

Notorious!

with
CLAUDE RAINS
LOUIS CALHERN
MADAME LEOPOLDINE KONSTANTIN
Directed by **ALFRED HITCHCOCK**
Written by **BEN HECHT**



World Premiere RADIO CITY MUSIC HALL NEW YORK





THIRST QUENCHED BY THE TRUCK LOAD

WITH RUGGED, DEPENDABLE INTERNATIONALS ON THE JOB

Buy it by the bottle, carton or case—your favorite carbonated beverage—delivered by truck from one of America's more than 5,000 bottlers.

And what a job these spotless, streamlined bottling plants do:

They offer a choice of almost 3,500 different brands of tangy drinks—thirst quenchers and mixers for your year-round enjoyment.

They produce 140 bottles of carbonated beverages a year for every man, woman and child in the country. The annual retail value of their sales tops \$600,000,000.

It's a big business, this business of providing America with refreshing drinks. It's as American as baseball, corn-on-the-cob or the Statue of Lib-

erty. And it moves by truck—to a large extent by International Trucks. Here are four reasons why:

International *knows* bottling industry truck problems—knows them from more than 40 years of truck-building experience.

The International Truck Line is a complete line—everything from half-ton pickup trucks to giant six-wheelers. That enables International to recommend exactly the right truck for every bottling industry job.

The stamina, economy and dependability of International Trucks are so outstanding that in the last 15 years more heavy-duty Internationals have been purchased for commercial use than any other make.

And International Service holds truck operating costs down, not only for bottlers but for all truck operators. This *specialized* truck service is quickly available from International Branches, the nation's largest company-owned truck-service organization, and International Dealers everywhere.

Motor Truck Division
INTERNATIONAL HARVESTER COMPANY
180 North Michigan Avenue Chicago 1, Illinois



INTERNATIONAL  TRUCKS

Tune in "Harvest of Stars" every Sunday, 2:30 p.m.
Eastern Daylight Time. NBC Network.



COOL REFRESHMENT FOR HOT MOMENTS



BOY, GIRL AND A CARBONATED BEVERAGE



NATIONAL DRINK AND NATIONAL GAME



WELDED PLASTIC WATER CANTEEN, USED BY THE ARMY DURING THE WAR, BECOMES A WATERPROOF BAG FOR CARRYING LIPSTICK, CIGARETS, MATCHES, MONEY

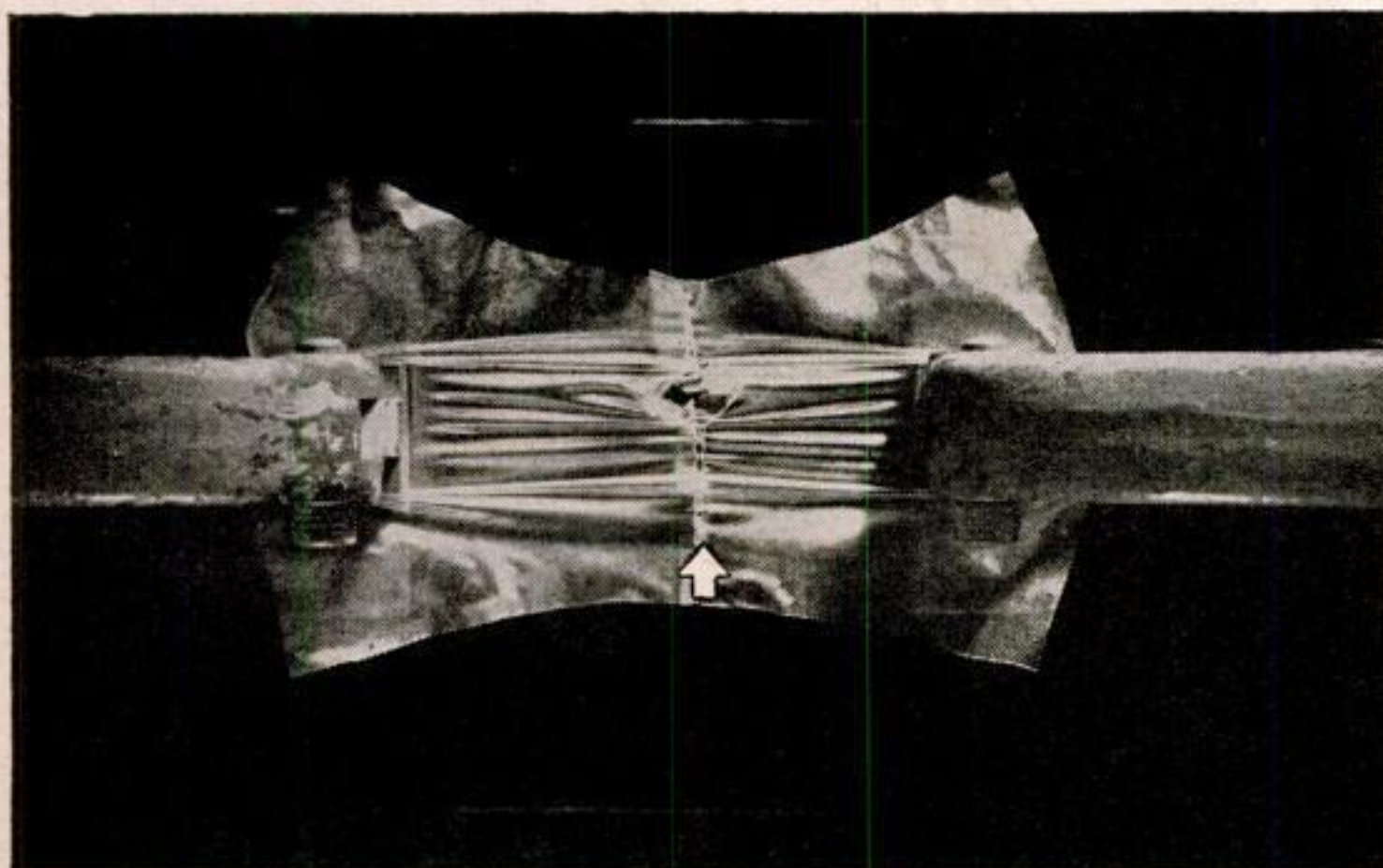
WELDED GADGETS

New plastic seams make things sturdier, airtight and waterproof

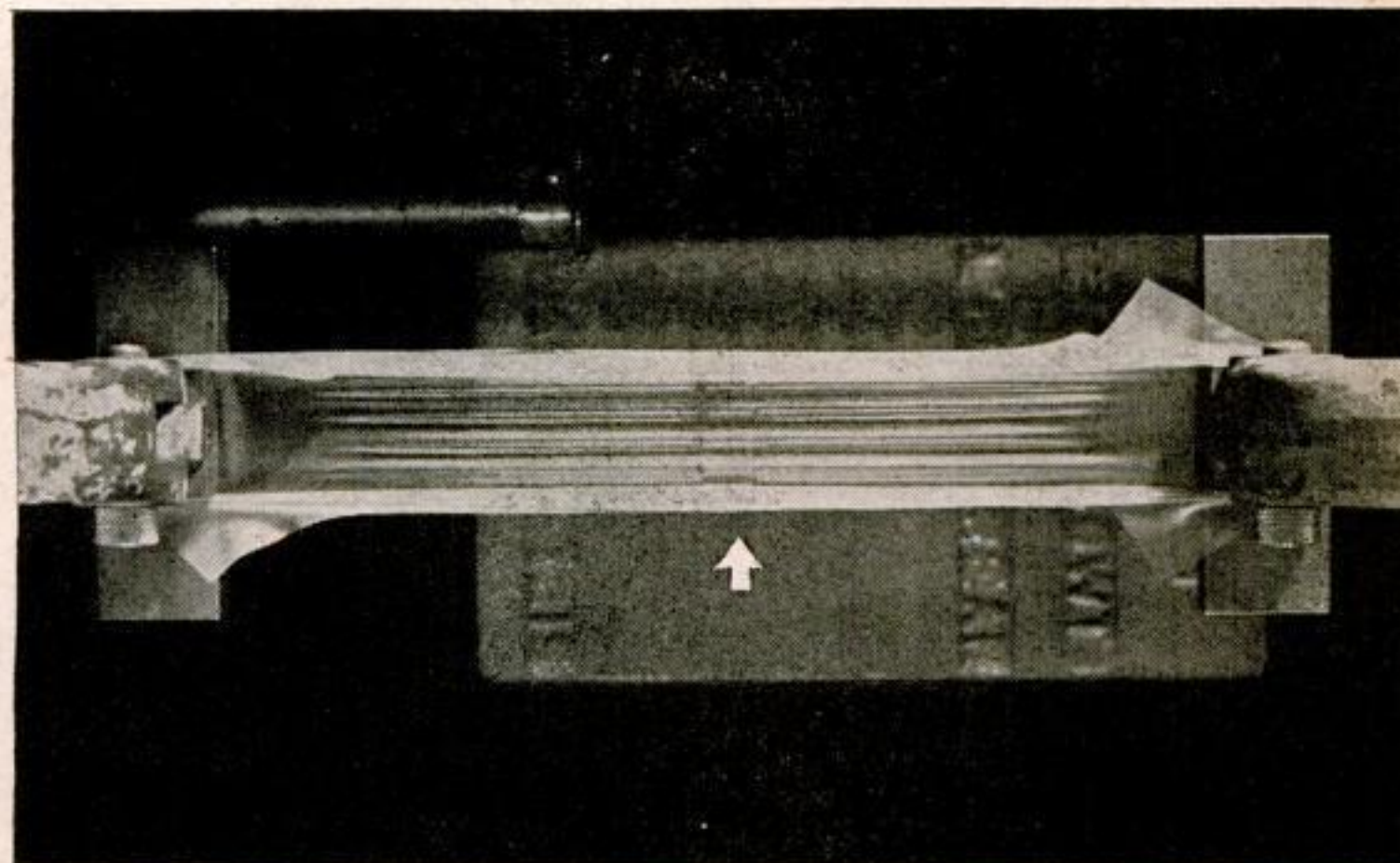
The pretty girl shown floating on a plastic sea horse on the cover of this issue and carrying a plastic water bag in the picture above is enjoying the fruits of a wartime development called welded seams. The welded seam was developed by the National Carbon Co. Inc., maker of a plastic film called Krene, to make canteens, gun covers, de-salting bags and other things which had to hold or exclude water without leakage. In a seam made the old-fashioned way, with needle and thread,

every needle hole is a potential water spout and every piece of thread a potential water-conducting wick. In a welded seam two surfaces are actually fused so that there are neither holes nor thread. The seam is not only proof against leakage of water or air; it is also stronger than the fabric itself.

Already in production are plastic shower curtains and rain capes with welded seams. Contemplated are covers for outdoor furniture, luggage, garment and food bags and many other gadgets.



STITCHED SEAM (shown by arrow) starts to tear at a two-pound pull and breaks at 10. In water-repellency test, water comes through the seam at 19 pounds' pressure.



WELDED SEAM, barely visible at arrow above, still holds at 12 pounds. Fabric will break before the seam gives. Welded seam resists up to 50 pounds of water pressure.

Hollywood Glamour

FOR YOUR HAIR



BONITA GRANVILLE

Featured in Monogram's
"SUSPENSE"
a King Brothers Production

Of course, Kay Daumit's sensational new Lustre-Creme gives an amazing shampoo—makes hair fastidiously clean—rinses out so quickly. But . . . this wonderful new product is more than a shampoo—it's truly a "hair cosmetic."

You see, Lustre-Creme contains secret ingredients that bring out the true, hidden radiance of your hair—that discipline your hair so it stays well-groomed throughout a busy, active day—or all evening long. Look charming, feel charming—with a chic new hair-do that stays lovelier longer. Try this different cosmetic—Kay Daumit's Lustre-Creme.

The whole family prefers Lustre-Creme—once they try it. That's why we're offering this sensational new product in the big, economical, family-size one-pound jar at \$3.50—as well as the regular 4-ounce size at \$1.00. Ask for Lustre-Creme at department store cosmetic counters and at all good drug stores.

Here's proof! This coupon and 25c will bring you a trial-size of Lustre-Creme. Money back if it doesn't please you.

Name

Address

Post Office State

MAIL WITH 25c TO KAY DAUMIT

Lustre-Creme SHAMPOO

Dept. LM-7, 540 No. Michigan Ave., Chicago (11)



KAYAK with welded Krene body stretched over aluminum ribs weighs only 34 pounds. Waterproof and mildew-proof, it never needs scraping or painting.



SHOWER CURTAIN with welded seams and heading for rings can support weight of a swinging child without tearing at these usually vulnerable places.



Try Hot Dan's quick, easy salad dressing

Beat together until light and fluffy . . .
4 tbsp. French's
2 tbsp. light cream
or evaporated milk
2 tbsp. sugar
2 tbsp. vinegar
¼ tsp. salt



Also made in Canada

LOOKING FOR THE PERFECT BIRTHDAY GIFT?

Here's a tip: A beautiful, accurate Hamilton Watch will be cherished for a lifetime. The superb quality of this famous American watch is your assurance that you are choosing an outstanding watch value and the finest timekeeping accuracy that money can buy. Write for booklet, Hamilton Watch Company, Dept. B-7, Lancaster, Pennsylvania.



HAMILTON
The Fine American Watch
Makers of "The Watch of Railroad Accuracy"



all over the country it's

Firestone Contro*

the quality elastic yarn
that's making fashion news!



Look for the Contro
label in elasticized sportswear,
lingerie, and shoes.

LISTEN TO THE VOICE OF FIRESTONE
MONDAY EVENINGS OVER NBC



A new lady-like look is taking shape . . .
in the shirred waistlines of smart swim
suits . . . the curving straps of side-swept
shoes. There's important figuring in
newest girdles, lingerie, too! No wonder
skilled designers are turning to Contro . . .
to hold this new, fluid look. Contro molds
custom-fit into every smart garment . . .
girdle, suit or shoe. And it holds this fitting
shape because it's vitalized with Vitalin,
the magic rubber vitamin.



"THE CAT COMES BACK"



C IS FOR CAT—remember? But that was when you learned your ABC's. In the new language of Science, "Cat" is for catalyst—the material whose action is responsible for the production of so much high octane gasoline from a barrel of crude oil.

Shell scientists have devoted years to the development of better catalysts. Their latest achievement is to improve the "cat's" behavior—instead of straying, *their* cat comes back . . . producing more gasoline in the bargain!

The effectiveness of the catalyst in the gasoline refining process—whether it is a natural catalyst or an improved synthetic material such as Shell will use—is in direct proportion to its surface area. In powder form, it has more than *three million square feet of surface to the pound*.

But in powder form—the "cat" wouldn't behave. As much as 25% was blown out of the stacks and lost.

At Shell's research laboratories, scientists discovered they could get more surface, and better control of the catalyst, by forming the powder into tiny spheres.

In this form comparatively little of the catalyst is lost. It does its work and comes back to be used again . . . and the gasoline produced is as high in octane as the best ever produced by any cracking method.

Shell is now completing a huge new catalytic cracking unit which will use the micro-spheroidal catalyst.

In the end, the benefit comes home to *you*—who want only the finest when you stop at your service station and say, "Fill 'er up!"

Out of leadership in Research ... a remarkable new Shell Gasoline

Just as the method of producing the micro-spheroidal catalyst is a Shell original, Shell Research now brings you a new, finer gasoline. Your motor will prove to you, with your first tankful, that the new Shell Gasoline is *4 ways better* . . . more power without knock, quicker starting, faster pickup, more mileage! Try a tankful today.



*Horizons widen
through
Shell Research*

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Incorporated

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ONE-MAN HAY BALER PICKS UP CUT HAY FROM WINDROW, BINDS IT INTO COMPACT BUNDLES WHICH ARE SAFE FROM RAIN OR SUN DAMAGE AND EASY TO STORE

FARM MACHINES

THEY PROMISE THE WORLD A NEW ERA OF ABUNDANCE

On the Midwestern prairies this week the whirl of the combines moved northward into Nebraska, trailing a golden flood of wheat which deluged empty elevators and spilled over into great mounds left waiting on the earth. The U.S. farmer, with another bumper harvest at a time when the world needed it most, was writing the final chapter in a wartime miracle compounded of his own sweat, good weather—and some of the most important and hopeful machines of the industrial age.

During the war the U.S. farm sent off 2,510,-

000 men to fight or to work in munitions plants. Left behind were less than 26,000,000 men, women and children, the smallest farm population in recent history, to carry on with the job of feeding the nation and its allies. They made the land give forth a third again as much food as in the late '30s; despite exports the nation was better fed than ever before. On this and the following six pages, LIFE shows some of the new machinery which made the miracle possible or will soon be available for even greater miracles of peacetime abundance.

One crop which is about to be thoroughly mechanized is hay, the third most valuable and once the most difficult of all farm products. Hay pitching, among the hardest and dustiest of farm jobs, has been made obsolete by machines like the one above, which does the work normally done by four men. Already past the experimental stage are methods of drying hay indoors with fans or in sheds built to create an artificial draft. Thus the farmer may bring fresh-cut forage right in from the field, free of dependence on sun curing and good weather.



ONE-MAN HAY BALER PICKS UP CUT HAY FROM WINDROW, BINDS IT INTO COMPACT BUNDLES WHICH ARE SAFE FROM RAIN OR SUN DAMAGE AND EASY TO STORE

FARM MACHINES

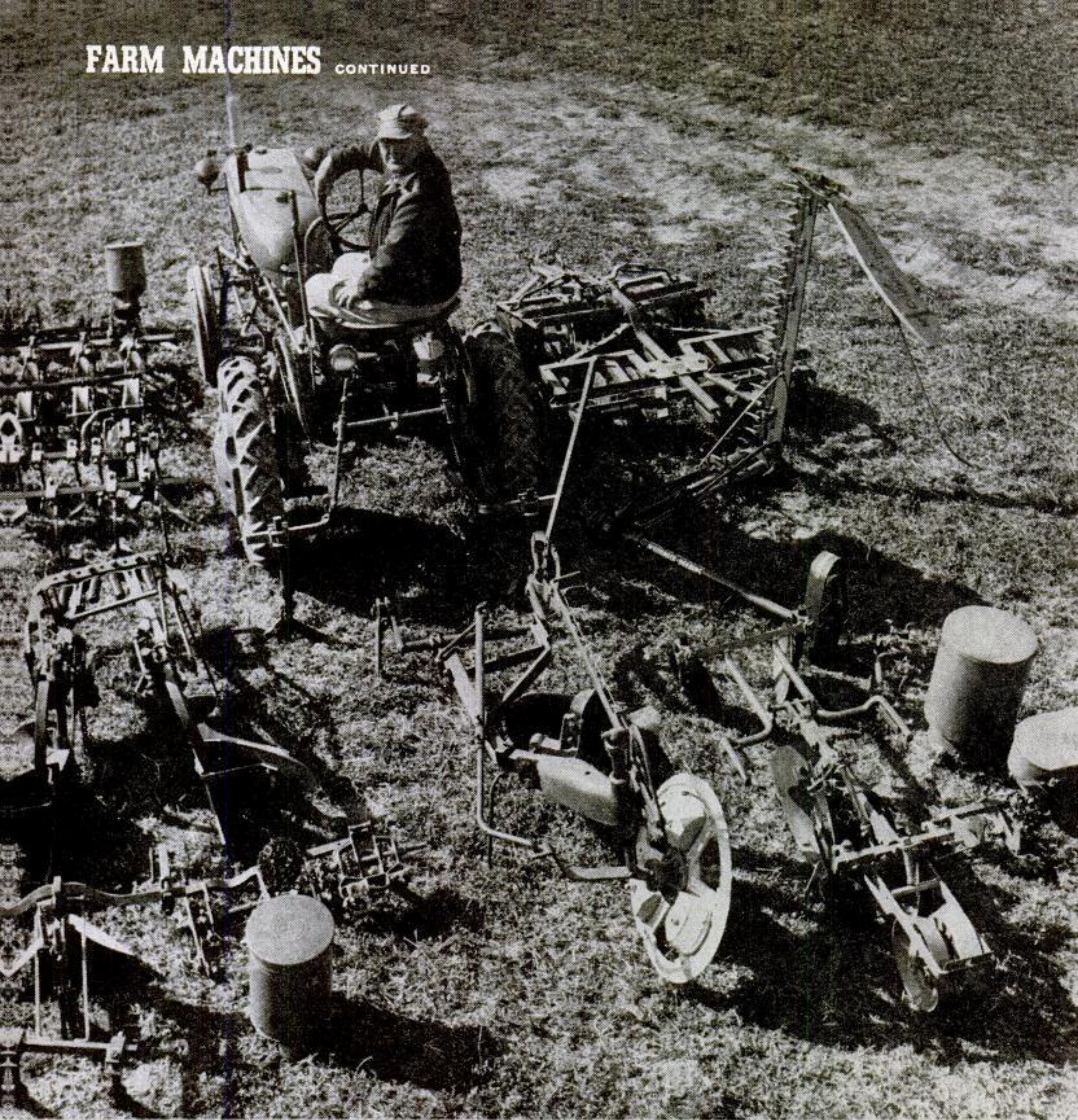
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BABY TRACTOR, which will be available next year, is designed for farms under 40 acres. Attachments are for

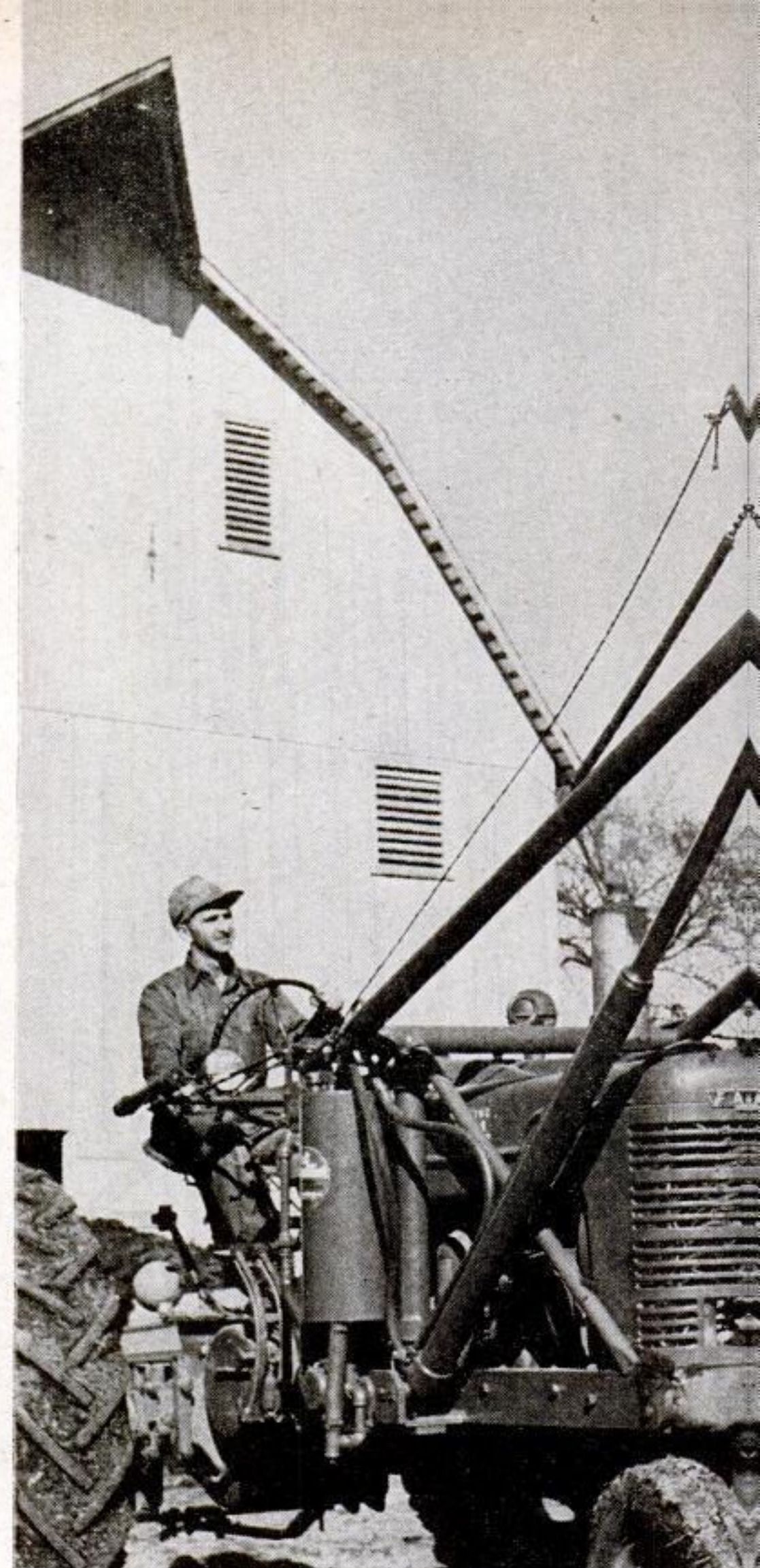
plowing, harrowing, planting, cultivating. Manufacturer hoped to keep price under \$500 but may have to raise it.

THEY ARE MADE FOR MANY CROPS

FORAGE HARVESTER, price not set, cuts down almost any plant which can be used for silage. Stalks are

With the war over, the agricultural revolution is destined to reach greater heights. Numerous new inventions were about ready for the market when the war began, and some experts think that even the finest postwar models have barely scratched the surface of mechanized farming's vast possibilities.

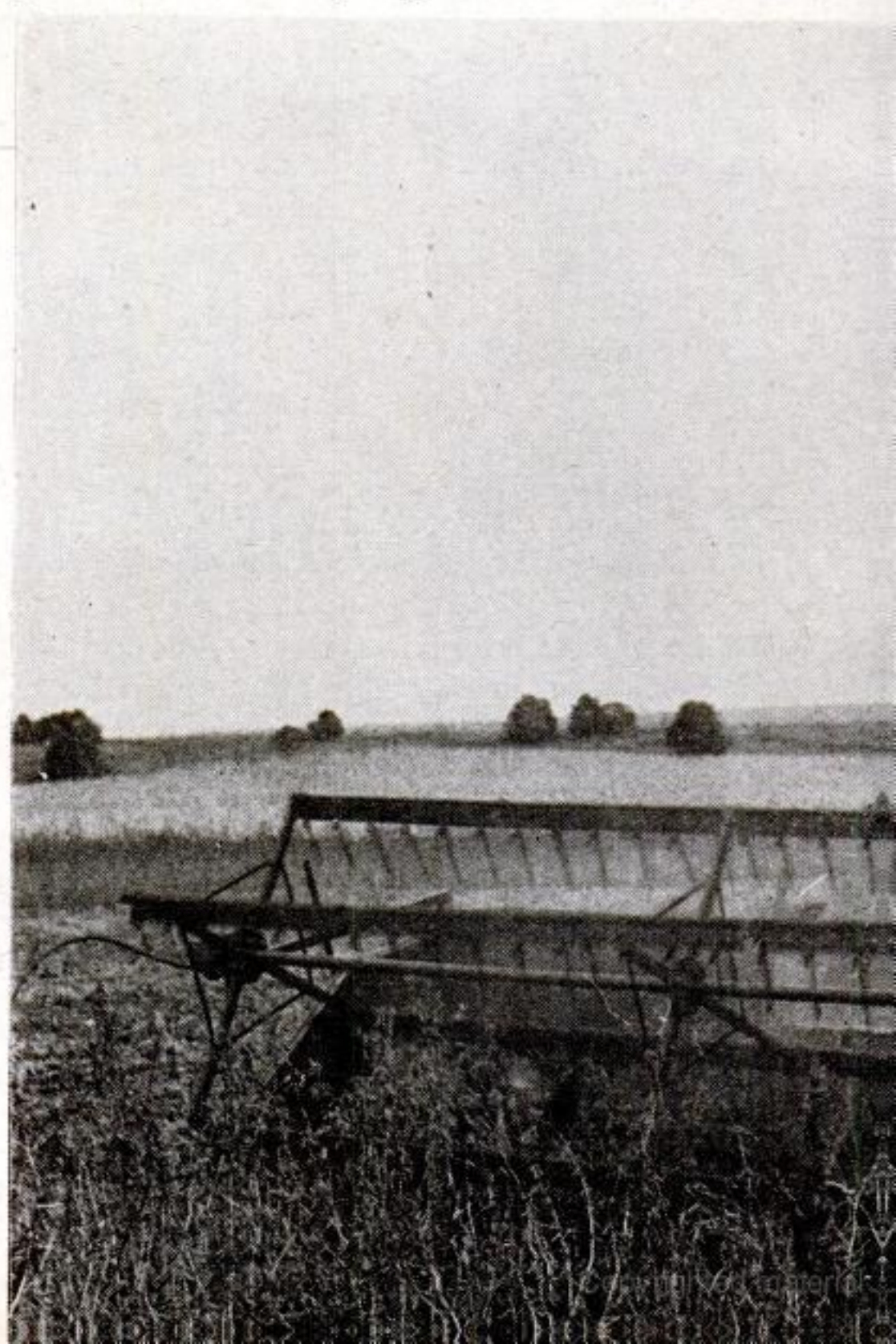
cut off near bottom, go through the chute at middle to chopping apparatus, then are blown back into the trailer.

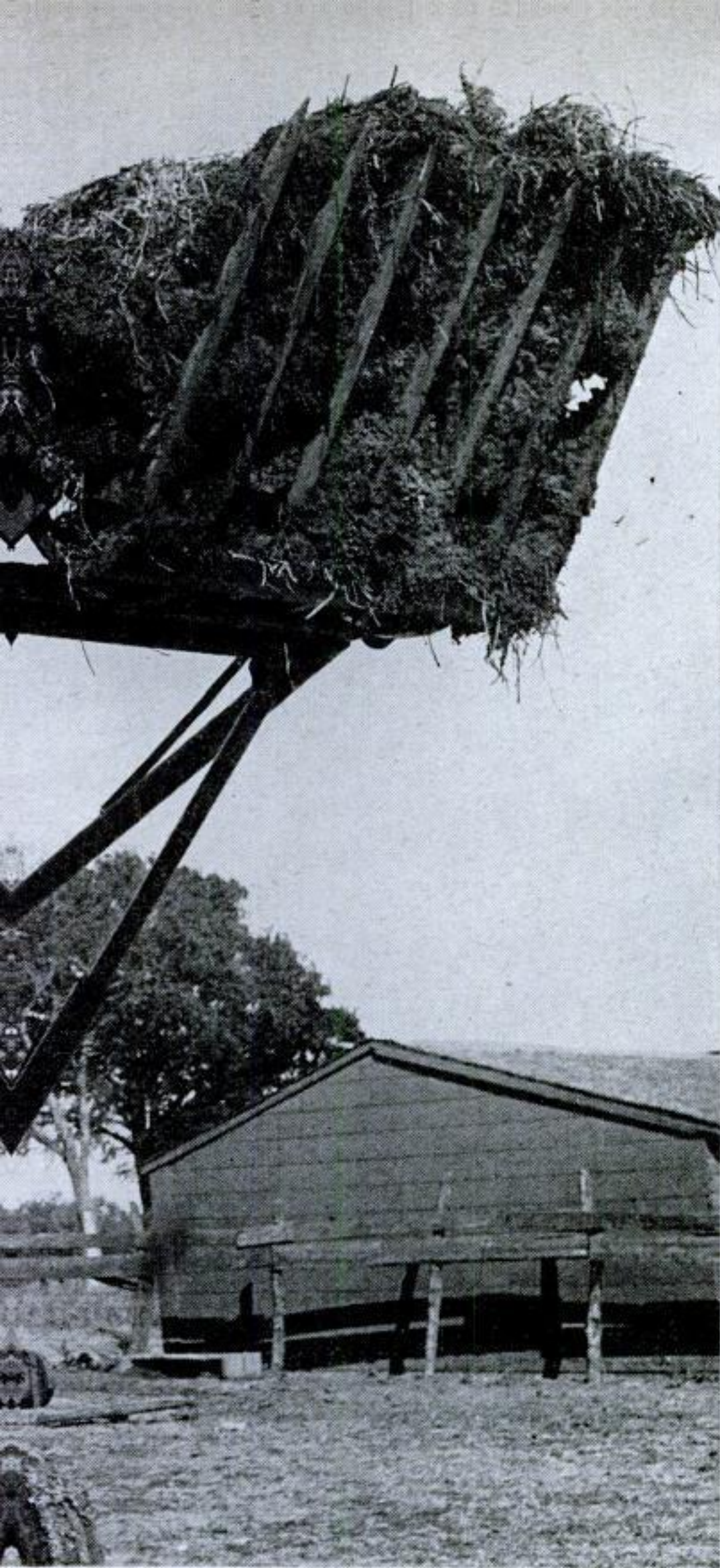


HYDRAULIC LOADER, costing \$383, turns tractor into miniature power shovel for such laborious jobs as

Of all new machines the most important is the cotton picker, which is changing the whole Southern economy. A single machine, costing \$5,000, can do as much in a day as 40 to 60 people. It can pick a 500-pound bale in an hour and a quarter. Mechanizing the fields may mean that U.S. cotton, long

ONE-MAN COMBINE, selling for \$3,000, is self-propelled, does not destroy the grain near the fence as older



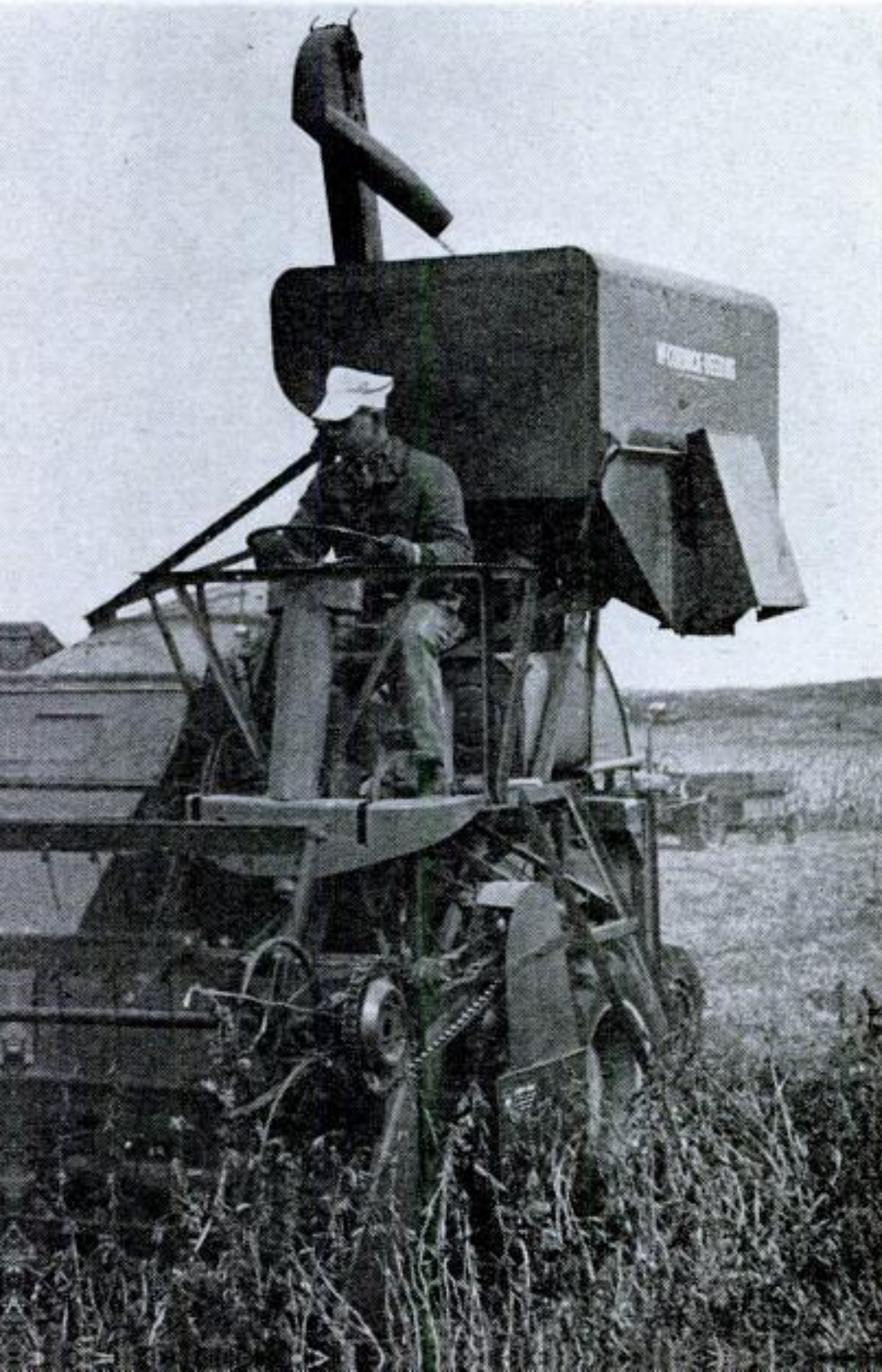


loading manure or stacking hay. The manufacturer of this new model reports orders from 15 foreign countries.

the bane as well as bulwark of the South, may compete again with world prices. But it will also force thousands of cotton laborers to readjust their lives.

One of the most universally useful labor savers is the one-man combine, which can be used to harvest a hundred different grain and seed crops all

types pulled by tractors do the first time around the field. On big farms, this saving runs to thousands of bushels.



COTTON PICKER has intake chute directly beneath driver. As chute passes over plants, barbed spindles on

revolving drums catch and remove the ripe cotton. Unopened bolls are left undamaged for second picking later.

over the U.S. Mowing through a field at eight miles an hour, it sends a steady stream of threshed grain into its hopper, enables one man to do work which once kept a dozen busy.

But farming is such a diversified job that few agricultural machines have a mass market. The others

must be custom-built and priced accordingly. And steel and labor, the two chief ingredients, cost far more than they did before the war. Since most machines are likely to be too expensive for small farms, it appears inevitable that one result of farm mechanization will be fewer and bigger farms in the U.S.

FILBERT HARVESTER, developed at Oregon State College, could be made commercially for \$2,500. Operat-

ing like a giant vacuum cleaner, it sucks up nuts lying on ground, sifts out leaves and dirt, knocks off the husks.





TRACTORS PLOW WITHOUT DRIVERS

In plowing season strangers driving near Wellington, Texas are sometimes startled out of their wits by the sight of big tractors and moldboards neatly furrowing the earth in fields where no man can be seen. Like metal monsters with human intelligence, the machines plow straight across the land, make

a quarter turn, continue at right angles to the far end of the field, then obediently turn again, making smaller squares each time around, until the job is finished. The only assistance they need is refueling.

The phantom plows belong to F. O. Masten, once a \$30-a-month tenant farmer, now owner of 16,000



rich cotton and sorghum acres and reputedly a millionaire. Masten rigs the front end of each tractor with little disks which ride in the previous furrow. As the furrow turns a corner, the disks follow it, like a wheel riding in a winding slot. Their movement turns the steering column and keeps the tractor

pointed in the right direction, while the plow makes a new furrow for the tractor behind to follow. Once Masten has made the first plowed track around the field, the machines work by themselves. If the disks accidentally leave the furrow or one tractor hits another, the engines stall. In one 420-acre field alone,

this method cut labor costs from \$590 to \$17.50.

Not many farmers can adopt Masten's method, which will only work for deep-furrow plowing (14-18 inches) in large, level fields. But there is something symbolic of farming's future in the sight of these tractors moving unattended across the field.

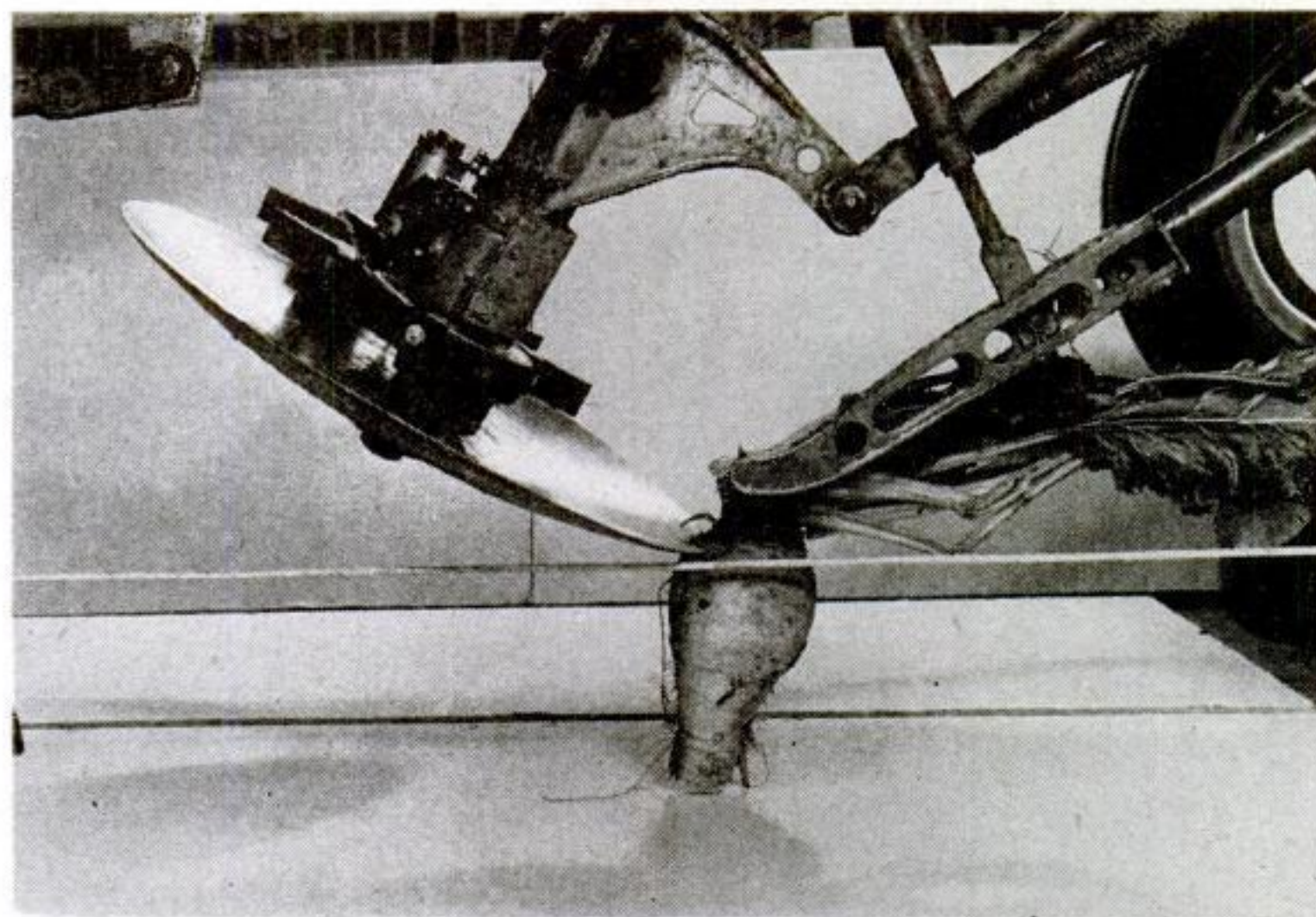


ONE MAN ON TRACTOR, TWO ON HARVESTER, CAN DIG UP TO 50 TONS OF SUGAR BEETS A DAY, THUS REPLACE ARMY OF LABORERS ONCE NEEDED TO GATHER CROP

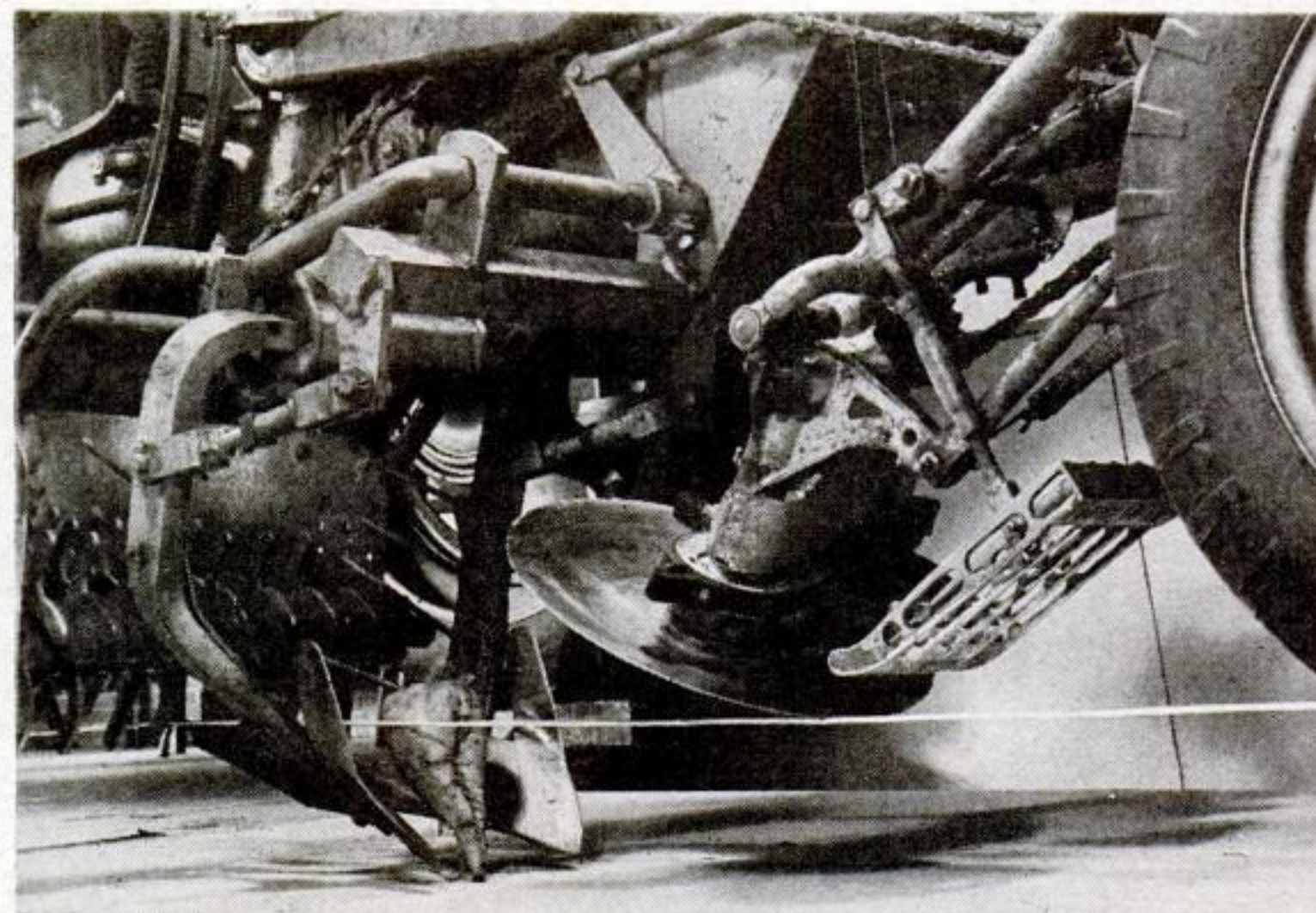
HARVESTER AND FLAME THROWER AID BEET CROP

The machine whose workings are demonstrated on this page is revolutionizing the sugar-beet industry, once an expensive problem child of U.S. farming. Formerly thousands of migrant laborers planted the seeds, thinned and weeded the plants, finally almost broke their backs digging the beets. Now farmers can use a segmented seed which requires little thinning, machines to plant the seed in regularly spaced rows and this remarkable harvester for the digging.

Another device which may soon be used widely in the beet fields is the flame cultivator shown on the opposite page, which was originally designed for weeding cotton. Suggested by the Army flame thrower, its adjustable jets of fire leave the plant rows untouched while killing off all weeds between them. But the soon complete mechanization of beet fields may interrupt orderly flow of migrant farm labor which is still needed to harvest other Western crops.



CIRCULAR KNIFE comes down automatically when "finder" bar passes over the top of a beet plant. White rope in these demonstration pictures indicates the ground line.



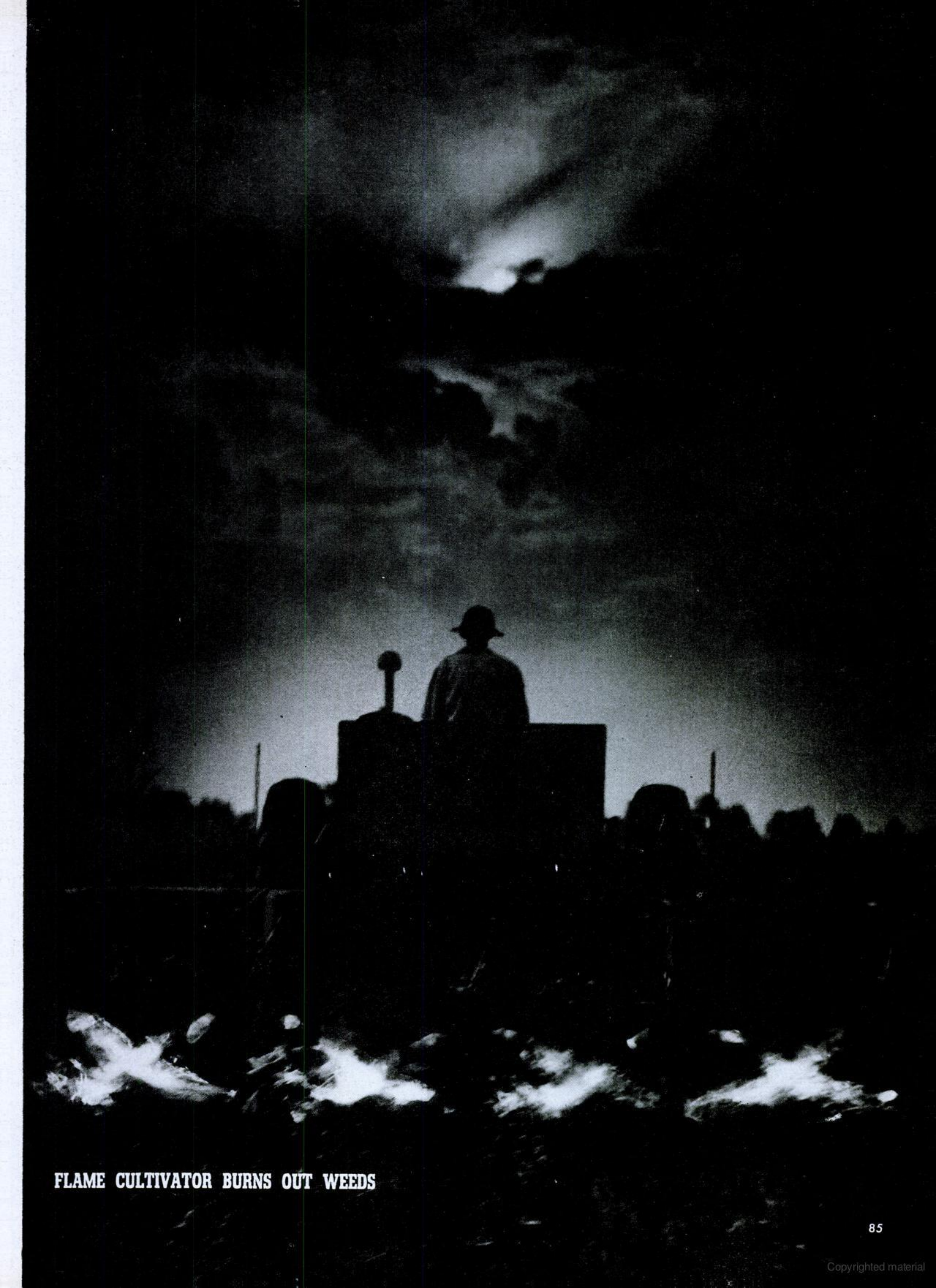
DIGGING BLADE, working like small shovel, cuts into the earth as soon as knife has cut beet top away. Blade scoops up beet and surrounding dirt, lifts it into the machine.



CLEANING DEVICE consists of a series of five automatic rollers equipped with teeth designed to break up small clods of dirt and let the loose soil fall back on the ground.



ELEVATOR BELT lifts the beet to top of machine. The sole duty of two men on harvester is to throw out the large dirt clods which their machine has mistaken for beets.



FLAME CULTIVATOR BURNS OUT WEEDS

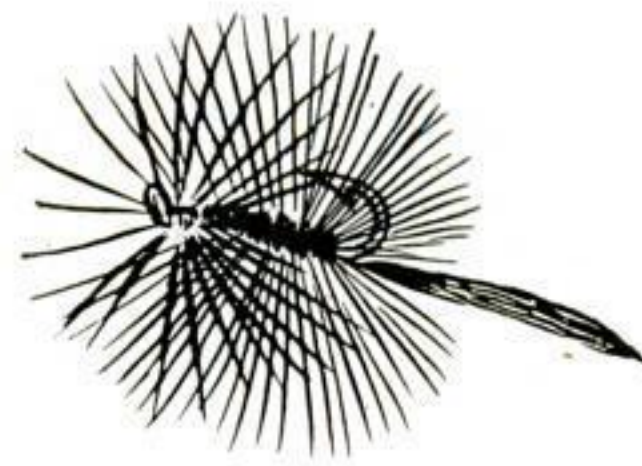


EDWARD RINGWOOD HEWITT, possibly the world's top expert on the trout and also celebrated as inventor, raconteur, furniture maker and all-round scientific handyman, pursues his highly diversified interests in a workshop on the top floor of his 100-

year-old New York house. Workshop, which contains materials for making almost anything, is patterned on one provided for him when a boy by his famous grandfather, Peter Cooper. Now 80, Hewitt is in full possession of unusual faculties, hopes to live to be 130.



TROUT FISHERMAN



Sportsman of the old school and eccentric in the grand style, E. R. Hewitt calls himself "last of the gentlemen mechanics"

by NOEL F. BUSCH

SOME years ago a friend of Edward Ringwood Hewitt, who is possibly the top trout fisherman of the U.S., tried to improve his trout stream by stocking it with trout from Hewitt's private hatchery and bettering the trout's living conditions according to Hewitt's ideas about dams, foliage and bottom. After a few days' good fishing the trout refused to rise, so the disappointed owner asked Hewitt to come over and see what was the matter. Hewitt went out on the stream and the owner watched. When a hatch of flies appeared and no trout rose, the owner called out,

"You see what I mean? There are plenty of flies but your fish don't rise!"

Hewitt stopped casting and turned toward the bank.

"Naturally the trout won't rise to these flies," he shouted. "Flying ants are swarming now, which they do only once a year. The trout like their bitter taste so much that they won't take any other flies."

"How do you know the ants are bitter?" inquired the persistent friend.

"I just tasted one," shouted Hewitt.

This incident is significant as an instance of the quality which sets Hewitt apart from other trout fishermen, some of whom can cast or play a fish as well as he can. Over a period of 70 years Hewitt, who is now 80, has developed the ability not only to taste but also to see and to think like a trout to a degree that is unique. Short of actually becoming a trout—a feat which some of his friends would not put much beyond his powers—there is almost nothing he has overlooked in this direction.

Hewitt owns four miles of the Neversink River, a famous trout stream which rises in the Catskills and flows into the Delaware. Here he used to raise his own trout for stocking purposes and fish with flies and leaders of his private manufacture. In addition to improving the pools on the stream, he built a large, raised, watertight box with a natural bottom and one glass end, which enabled him to photograph trout in action and to study trout flies from the trout's own viewpoint.

Hewitt's studies of the trout led him to many revolutionary theories about fishing and to many inventions connected with it. By putting himself in the trout's place, he discerned that flashes of light from the translucent gut leaders used by fly fishermen often alarmed the fish. He invented an opaque leader which overcame this defect. His researches into what trout see from below the water and what people see from above it caused him to develop what he called the "bivisible" fly, which can be seen by both parties. Many years ago Hewitt's ability to identify himself with fish led to three books called *Telling on the Trout*, *Secrets of the Salmon* and *Better Trout Streams*. These were all published in the 1920s and are out of print. Hewitt is now working on a final fishing book which will include all three and much new material which he has acquired meanwhile.

According to Hewitt, trout fishermen develop through three stages. First they want to catch as many fish as possible, then

as big fish as possible and finally as elusive fish as possible. Few fishermen, in fact, ever get beyond the first stage, but he himself long ago passed through the third. No further progress being possible, he became a sort of traitor to his species by joining the trout's side. As a fisherman, Hewitt was viewed with alarm by orthodox, dry-fly fishermen because he not only used wet flies but also, for experimental purposes, worms, trout belly, frogs or anything else that came in handy. On occasion he even dispensed with both bait and tackle and caught trout with his bare hands by tickling their stomachs.

Tickling, or guddling, for trout, a feat which sounds mythical to most neophyte fishermen when they first hear about it, is, in fact, a considerably more classic method of fishing than fly-casting and is referred to by Shakespeare in the second act of *Twelfth Night*, where Maria says of Malvolio, "Here comes the trout that must be caught with tickling." Hewitt picked up trout tickling on his own hook as a small boy and has often found it convenient when other tactics failed or when he merely wanted to inspect trout without hurting them. Some years ago, when he was staying with his father's friend Andrew Carnegie in Scotland, the latter was greatly dejected by his inability to provide enough trout for a picnic lunch. Hewitt did not have a rod with him but hopped into a nearby stream and remedied the lack in short order to the delight of Carnegie, who said he had not seen guddling done since his own boyhood.

As an ally of trout, Hewitt is gravely handicapped by the activities of trout's other allies. State fish hatcheries for instance are often obliged to feed trout on diets which, according to Hewitt, are bad for their livers, causing a deficiency in vitamin C or even cirrhosis. This is not because they do not know the food is unsatisfactory but because the volume of fish

raised requires volume food, and sufficient quantities of more satisfactory foods are not available. This is especially serious since trout's livers lack recuperative powers.

Hewitt experimented by feeding his own trout a wide assortment of delicacies from silkworms to salt-water mussels and could spot them months after they had been let loose in a stream by their superiority to the other residents thereof. A good item of diet for hatchery trout is salt-water fish, but there is a snag in this. A certain type of protozoa sometimes contained in the intestines of the salt-water fish get into the trout through their nostrils and lodge behind the eye, giving them "whirling disease," whereby they swim around in circles and presently expire of either dizziness or fatigue. Whirling disease can be prevented by keeping the salt-water fish alive but unfed for several days after catching, by which time the dangerous protozoa have oozed out of them, but few hatchery officials have the facilities required by this course. In stocking streams many hatcheries also put out trout of fingerling size. Hewitt finds that practically all the fingerlings die in their first year because, being used to prepared food, they do not know enough to eat



HEWITT holds worried trout, extracted from the Neversink River on one of his self-designed flies (see top margin), before restoring him to stream. He can also catch trout by tickling their stomachs under water.

OUCH P-S-S-T TRY LIFEBOUY SWELL



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WHEN THE LATHER STAYS
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Get Lifebuoy Shaving Cream for **CLEANER, SMOOTHER** shaves—even with cold water or a used blade.

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EVER BROS
CAMBRIDGE



IN NEW YORK Hewitt slides downstairs in his front hall on Watson Inclinator. At bottom he will grab evening paper placed on banister post. Inclinator is comparative rarity among Hewitt's possessions in that it was not self-designed.

TROUT FISHERMAN CONTINUED

the fine plankton which they get in streams and cannot find enough large bits of food to keep going. He thinks hatcheries should give up stocking both fingerlings and young trout and instead put out big fish or unfed small fry. The fry quickly learn to adapt themselves to their new habitat and many more can be stocked at smaller cost. The big fish, in addition to being able to care for themselves, lay more and better eggs.

An instance of how Hewitt, as a private consultant on trout, is able to undo some of the effects of their misguided friends occurred a few years ago in a lake owned by an Adirondack club. This lake abounded in brook trout, but in an effort to make the fishing even better the club put in lake trout as well. Its members were then surprised to find that not only the brook trout but also the lake trout disappeared. Hewitt, called in to solve the problem, spotted the trouble immediately. The lake trout had eaten the full-grown minnows, white fish and suckers, thereby starving out both themselves and the brook trout which had theretofore eaten only the little fishes' younger progeny. In this case Hewitt was able to set matters to rights by reducing the lake trout, restoring the suckers and fertilizing the lake with lime phosphate, but his prescriptions are not always so easy to impose.

In addition to trout's would-be friends, Hewitt has to contend with their avowed enemies, human and otherwise, who sometimes form strategic alliances against him and the trout. Blue herons, for example, while favorites of the Audubon Society, are trout gluttons and, according to Hewitt's research, can eat as many as 160 at a standing. Hewitt also used to view horned owls with alarm, but here he himself got fooled a few years ago when, after trapping a few, he found that the net result was an increase in snakes which ate even more trout than the owls and even swam around in plain sight with trout in their mouths. This reminded him again of a cardinal principle of troutlore, *i.e.*, that it is dangerous to interfere with nature's balance.

As to human enemies of trout, Hewitt has long since given up hope of doing much except by limiting the legal catch to two a day, which he considers plenty. At present in New York state for example, it is 10 a day, but within this limit the state's 1,000,000 fishermen can easily outdistance its capacity to provide for them. Hewitt knows fishermen who boast of catching 1,500 fish a season. He regards these as retarded members of the first stage of fishing progress and tries to encourage them to graduate to the second.

Hewitt's store of troutlore, compared to the store possessed by most fishermen, seems an astonishing phenomenon. However, judged by a more relevant scale, *i.e.*, Hewitt's lore about other

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CONTINUED ON PAGE 90

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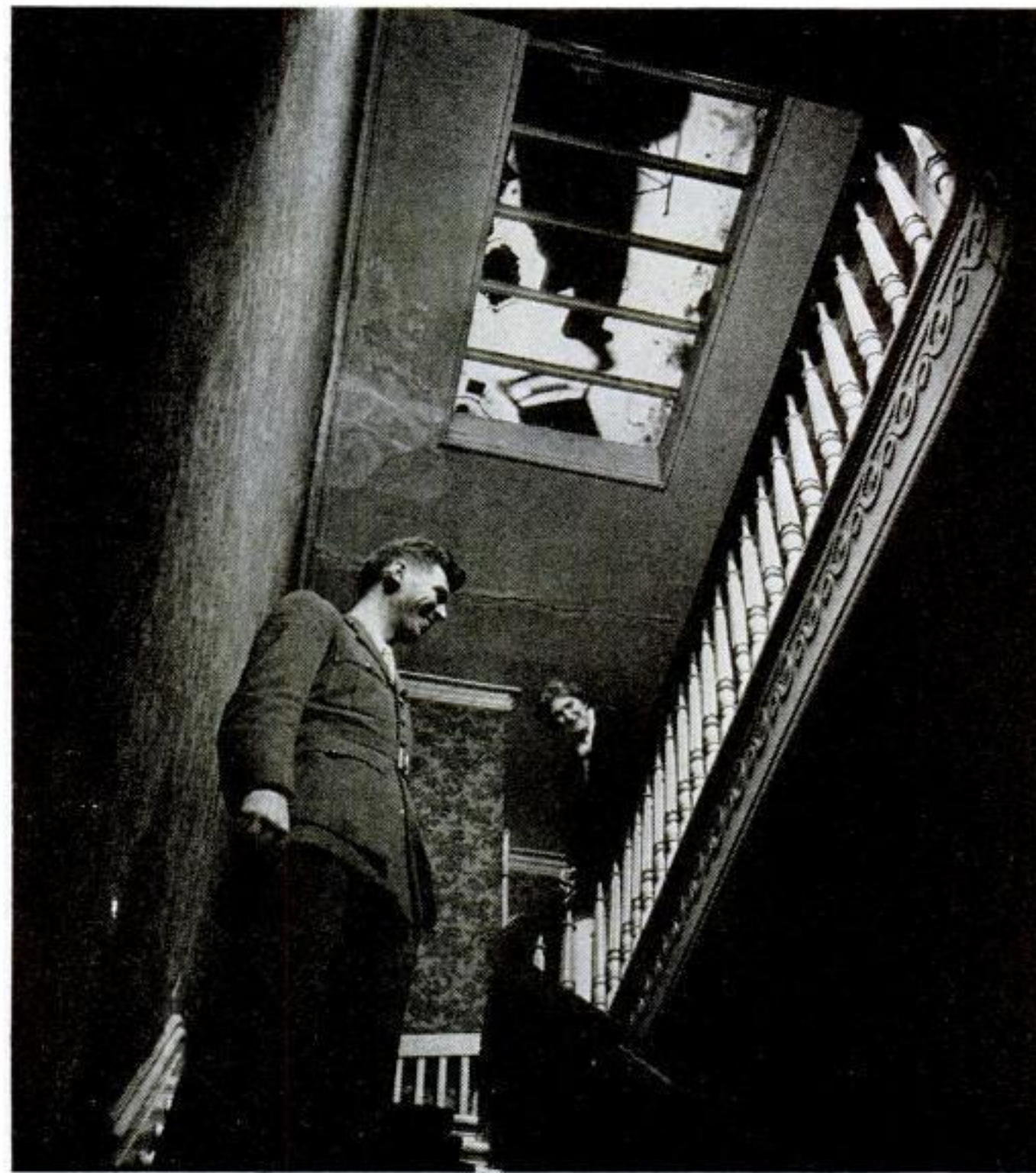
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SKYLIGHT on floor of Hewitt's laboratory enables his daughter, Mrs. Gordon Stevenson, who is also an expert angler, and his grandson, Peter Stevenson, to detect his presence there without having to climb up two more flights of stairs.

TROUT FISHERMAN CONTINUED

matters, it is considerably less disproportionate. Although he is certainly the foremost authority on the trout, the trout is by no means the only thing he is an authority on. In fact, the world's top expert in this line is quite possibly also the world's top all-round compendium of information and merely excels on trout because the general level of knowledge on this subject is lower than it is on some others on which he himself is, subjectively speaking, just as much a master. Among the things on which Hewitt is an authority are furniture making, truck engines, longevity, photography, guns, vitamin dosage, lace, musical instruments and gelatin, which he studied professionally in the glue factory founded by his grandfather, who was the celebrated Peter Cooper, founder of New York's Cooper Union.

Hewitt can make flies or footstools

HE has patented not only his opaque leader but also a score or two of other items including several kinds of carburetors, hand-warming soap, cameras, bicycle seats and assorted other objects. Hewitt also designed the early Mack truck engine and, as the Mack company's consulting engineer, still straightens out any mechanical difficulties the trucks may encounter. During the war inferior grades of gasoline sometimes caused the trucks' valves to leak, resulting in breakdowns. Hewitt speedily set about finding an antidote in the workshop of the high-stoop brownstone house at 48 Gramercy Park where he has lived for the past 50 years.

Hewitt's workshop, wherein he maintains complete equipment for the manufacture of everything from flies to footstools, occupies the whole top floor of his house. It is reached by a small staircase of which the lower 10 steps can be raised to reveal a secret closet designed to protect his prewar liquor stocks during the Prohibition era. Hewitt's bedroom on the floor below his workshop includes some overflow paraphernalia from the workshop and a trapeze on which Hewitt, an expert gymnast in his boyhood, now hangs by the arms from time to time to help limber up his back, which sometimes causes him pain because of a spinal curvature. On the second floor of the house is a sitting room, containing several folding tea tables and gout stools manufactured by Hewitt. The drawing room and the dining room, where the family, which now consists of Hewitt's daughter, son-in-law and grandson, takes its

CONTINUED ON PAGE 92

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DOES ALL THREE!

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with Blue-Jay,
anesthetic Nupercaine
cures surface
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The power that stopped a neighborhood brawl...



Public Opinion dozed peacefully in Denver's suburbs.

But downtown, a siren screamed—a riot car raced to a street fight in the slum district. As the police reached the scene, a knife flashed—a figure crumpled to the ground.

Gang war? No, just kids. Slum kids. Ten, twelve, fourteen years old.

"Why?" asked the editor of the Rocky Mountain News. "Why do these kids fight with knife and gun?"

What makes them bad?" He sent reporters and photographers to find out. Within 24 hours, he had the answer:

Slums! 12 families in a single house . . . children sleeping on the floor, playing in garbage-littered streets.

When that story was printed, *Public Opinion* sprang to life. Tough kids were sent to school. Slums were torn down. Denver built decent dwellings—to give kids a chance. A "little" problem? Well, the force that solved it . . .

can end industrial strife !



NO PROBLEM ON EARTH is too big, too tough for an aroused and enlightened Public Opinion. Neither local slums, nor world wars, nor atom bombs, *nor the nation-wide scourge of labor strife . . .*

Public Opinion is stronger than a billion-dollar corporation, stronger than a million-man union.

Time and again, America's daily press has sounded this cry of warning:

When *either* a management man or a labor leader has power to paralyze your town or your country . . .

IT'S TIME TO DO SOMETHING!

Day after day, your newspaper exposes cunningly disguised propaganda . . . searches out for you the hidden motive, the foreign ideology, the political "party line"—on *either* side of a labor dispute.

Read your newspaper *thinkingly*. When YOU have become aware of the danger, and determined on a course of action . . . then a solution of the problem is in sight. Because Public Opinion is YOU—multiplied by millions.

"Give Light and the People Will Find Their Own Way"

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INDIANAPOLIS . . . Times

COLUMBUS . . . Citizen
CINCINNATI . . . Post
KENTUCKY . . . Post
Covington edition, Cincinnati Post
KNOXVILLE . . . News-Sentinel



NEWSPAPERS

DENVER . . . Rocky Mt. News
BIRMINGHAM . . . Post
MEMPHIS . . . Commercial Appeal
MEMPHIS . . . Press-Scimitar
WASHINGTON . . . News

EVANSVILLE . . . Press
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TROUT FISHERMAN CONTINUED

meals, are on the ground floor. Since Hewitt's waking hours are mostly spent in his workshop, his days include a lot of climbing, but he simplifies this by making the lowest stage on a kind of two-passenger electrical folding flatcar which rumbles down a steel track at the side of the staircase. This device which was, oddly enough, neither invented nor made by Hewitt himself, is called a Watson Inclinator and was standard equipment in many early brownstone houses. Hewitt had it installed in his Gramercy Park residence several years ago for the convenience of his wife, an invalid for the last years of her life, who died in 1945, three years after the Hewitts' golden-wedding anniversary.

He learned lesson from a lamppost

HEWITT ascribes his extensive knowledge of trout and everything else to the application of a principle which he traces to an experience he had when he was 13 years old. At this age he happened one day to glance at a lamppost outside his father's house near Gramercy Park and became intensely curious about it. He wanted to know all about the lamppost—not only what it was made of but also where the materials came from and how they were shaped and put together. Most small boys in a similar frame of mind make the error of asking some grownup who does not know the answers and thereby get disillusioned as well as disappointed. Hewitt, however, took the pains to conduct his own investigations, searching out his information in historical books and journals. One of the books he used for reference was a volume of his grandfather's called *Gleanings for the Curious*, which contained a store of miscellaneous information, much of which he still remembers, and stimulated him to further researches.

While the lamppost was no doubt an important influence on Hewitt's formative years, it may be that he was also encouraged by the examples both of his father and of his maternal grandfather. Hewitt's father, Abram, was one of the most distinguished figures in New York business circles in the last century, mayor of the city from 1887 to 1889 and a director of the U.S. Steel Company. Abram Hewitt's father, an immigrant cabinet- and patternmaker from Staffordshire, England, died in 1857, but Edward Hewitt's mother's father, who had seen George Washington's funeral and who lived until Edward Hewitt was 17, was an omnipresent influence on his childhood. Peter Cooper had achieved fame by making the first steam locomotive in the U.S. for the Baltimore & Ohio Railroad, whose tracks had curves which were too sharp for

[CONTINUED ON PAGE 94](#)



A TRAPEZE in his bedroom enables Mr. Hewitt to stretch the kinks out of his back. An overflow from his cluttered workshop litters the table at rear. The screen in high foreground can be pulled down to keep out the sunlight in the morning.



"I sleep soundly, too, when my husband goes by Pullman because it's so much safer!"



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Crush"



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Crush**

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Ask for a "Crush"



Filtered carbonated water . . . juice of tree-ripened
Valencia Oranges, flavor of orange peel, citric acid
from lemon juice, sugar syrup . . . that's Orange-CRUSH!

TROUT FISHERMAN CONTINUED

their long wheel-base engines imported from England. He made one fortune out of his New York glueworks and another by buying stock in the Atlantic cable company, after the breaking of its first cable, which was a product of the family's ironworks in Trenton, N.J.

The 100-year-old house in which Hewitt lives at present is around the corner from the one in which he survived one of the most hair-raising childhoods in New York City history. Encouraged in manual dexterity by their grandfather, Hewitt and his elder brother, Cooper, utilized to the full a workshop provided for them in the loft above the stable. First they cut a trap door into the air space under the floor in which they could hide from the police. Thus insured against serious penalty, they devoted themselves to constructing a series of noise machines, string devices for knocking off hats of passers-by, snowless toboggan slides, steam-driven catamarans and similar devices of such size, complexity and variety as to shame the Katzenjammers. In the Gramercy Park workshop the Hewitt boys rigged up their own telephone the day after they had seen one for the first time, when Alexander Graham Bell dropped in to show his to their grandfather. In the summer the Hewitts lived on Peter Cooper's 22,000-acre iron mine and country estate at Ringwood, N.J., after which E. R. Hewitt was named and where Samuel J. Tilden, who had been a presidential candidate in 1876, nearly killed himself by coasting down their beeswax slide.

As writer, Hewitt needs no fishing license

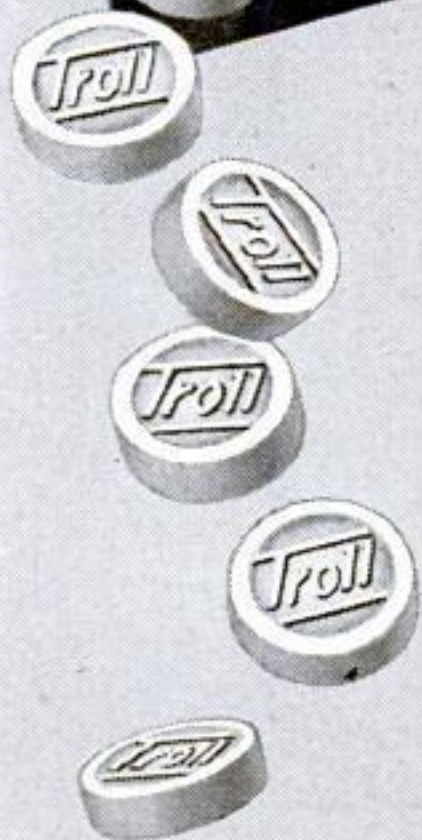
BORN New Yorkers are comparatively rare in New York. New Yorkers of Hewitt's age, background and experience are naturally rarer. Some years ago Hewitt was discovered by an alert correspondent for *The New Yorker* magazine who used to make frequent visits to his workshop to gather data for nostalgic items. Hewitt was pleased by this until the writer went so far as to compose a full-length biographical article about him. Some years later Hewitt himself improved on this production by setting down some of the memoirs with which he was used to regaling his grandchildren around the fireside. With material so rich that he was rarely obliged to depend on either poetic or fishing license, he soon produced an exuberant book of reminiscences about which his present reminiscences are as follows:

"I took it to my publishers and they told me that the material was too disconnected. I said to them, 'Why, you're all wrong! You're barking up the wrong tree!' I said, 'If magazine digests are read by millions why can't a life digest do the same thing?' So I took it to another publisher. They said, 'Why, this is a bully book,' and they were absolutely right, of course! If I'd started writing earlier, I might have done something with it." Hewitt's book, called *Those Were the Days*, appeared in 1943 and achieved popular and critical approval.

One reason that Hewitt did not start writing earlier was that he was slow in learning to read. This accomplishment was delayed until he was 12, or long after the start of his career as a scientist. Hewitt's reluctance to read was based on his fear that reading would lead to other lessons and thus rob him of many precious hours in his shop. His fears in this respect were confirmed, for when he had finally learned to read English, he was put to learning to read Latin. In this his progress was so much slower than it had been even in English that his father felt constrained to get a Jesuit priest to teach him, instead, to talk it. Hence by the time he got to Princeton in the class of 1889, Hewitt's prowess in Latin, even written Latin, was so far above standard that no professor would have him in his class. Hewitt still understands conversational Latin perfectly but finds when he tries it that he is likely to slip into French or German, which he perfected while finishing his studies in Europe.

Hewitt started his business career in the family glue factory by doing intensive research on gelatin. This came in handy for his work on fishing rods and musical instruments, which by this time were the major products of his workshop, but it turned out to be commercially profitless. Hewitt Sr.'s major interests were the glue factory and the ironworks, in both of which his partner was his brother-in-law, Edward Cooper, who had preceded him as a mayor of New York in 1879. When the partners felt ready to retire, they di-

WINTERGREEN — PEPPERMINT
CANDY MINTS



Try TROLLS!
Full of FLAVOR!
Taste DELICIOUS!
They're BREATH-TAKING!



A FEAST FOR THE EYES - AND THEN SOME!



Meals that look good *whet* the appetite, but it takes fine flavors and good nutrition to *satisfy* it! How can you be sure flavors and nutrients haven't been "cooked away" in the home-preparation of foods you serve? Or that vitamins haven't been impaired by long storage and transportation *before* foods reach your home? One good way to be sure of flavors and nutrients, say food authorities*, is to *trust foods in cans*—and below are some of the reasons why.

*For example, see Aug. 10, 1944 "Journal of Nutrition"

Bountiful buffet . . . Jellied tomato bouillon; crackers; deviled ham, vienna sausage, sliced liver loaf, tongue and chicken; hot corn pudding; vegetables for salad; honey for hot biscuits; iced tea . . . and they all come to you in cans!

MANY FINE FARMS, located right near the canneries, grow "pedigreed" produce especially for canning. Fruits and vegetables, naturally ripened and at the peak of perfection, are rushed to the cannery, quickly prepared, and canned—all in a mere matter of hours. No food or flavor losses due to long transportation!



MODERN MACHINES, such as this closing-and-sealing machine, exhaust all the air from each filled can and seal it hermetically. Then the food is scientifically cooked right in the can. In fact, each steel-and-tin can is really a miniature "pressure cooker." Flavors, vitamins, minerals are *sealed in*!



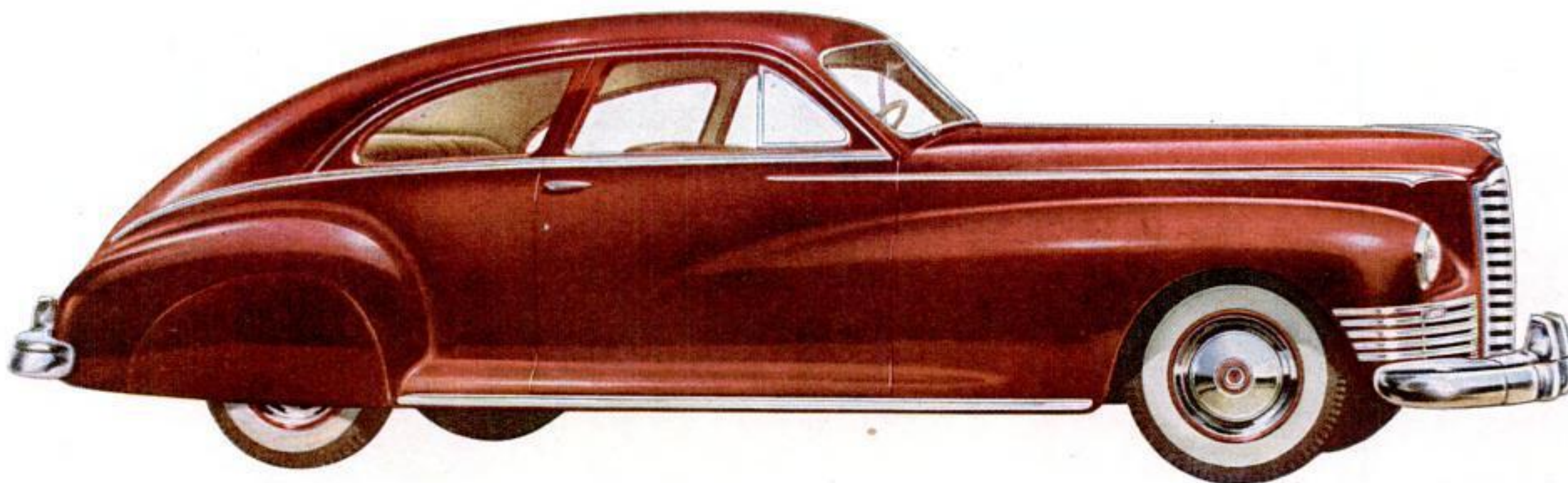
FOODS IN CANS ARE
SAFE from dirt, germs, odors.
SAFE from air, light, moisture.
SAFE even after a can is opened—because, in the canning process, both the can and its contents are sterilized. Simply cover the top and place in the refrigerator.

**NO OTHER CONTAINER
 PROTECTS LIKE THE CAN**

AND HOW CONVENIENT, economical and *delicious* modern canned foods are! No wonder you serve them proudly. Such appetizing variety, too—"everything from soup to nuts." And when you open a *can* you know it's never been opened before—because this dependable container brooks no tampering with its contents!



CAN MANUFACTURERS INSTITUTE, INC., NEW YORK



The new Custom Super Club Sedan

*Never before in Packard's history
has there been an announcement ad like this!*

We don't know, for certain, what other car manufacturers intend to do.

But, here at Packard, we have already made an important decision:

There will be no new "next year's" models introduced this fall. Nor will there be any major changes in the superb Packard we are now building—at least until well into 1947.

There are five reasons for this decision:

1. By continuing to build this superlatively fine motor car over into 1947, we do not have to stop production to "tool up" for changes. This means *more* cars—sooner—for people who are so eager to become Packard owners.
2. By continuing the present styling, Packard fully pro-

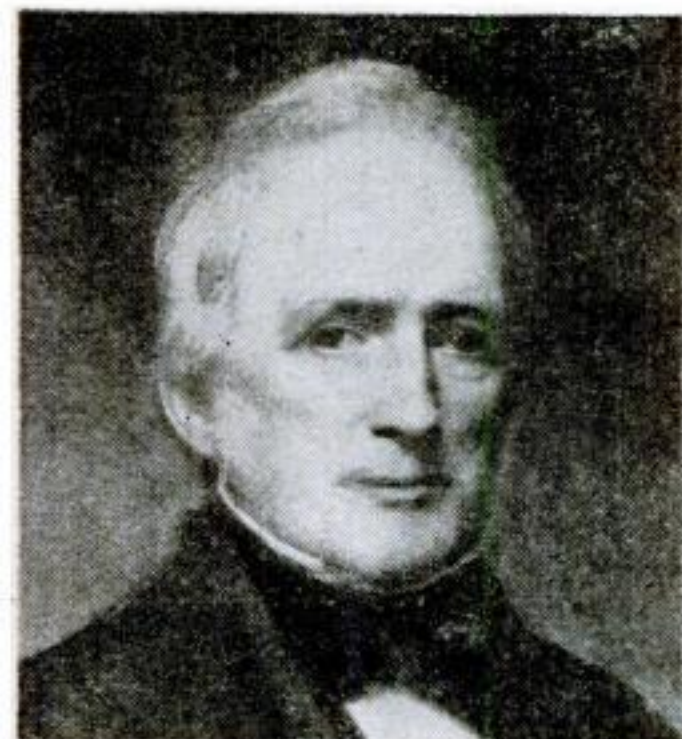
TECTS the motorist who buys today's new Packard. He knows that the stunning new Packard he buys today will not become "dated" in appearance tomorrow.

3. The stacks of orders now on hand are gratifying evidence that today's new Packard is the car America *wants*.
4. Because of its advanced Clipper styling, today's new Packard is not only conceded to be the best-looking car on the road, but is actually ahead of its time.
5. No car we have ever built, in all our 46-year history, ever won such spontaneous, enthusiastic, nation-wide acclaim as today's beautiful new Packard Clipper.

See this brilliant new Packard and place your order—today. You'll soon know why Packard owners are saying, "Packard is a good company to do business with."

ASK THE MAN WHO OWNS ONE

PACKARD



GRANDFATHER John Hewitt was a mechanic and cabinetmaker who came to U. S. from Staffordshire in 1796.



GRANDFATHER Peter Cooper built the first U. S. locomotive, manufactured glue and founded Cooper Union.

TROUT FISHERMAN CONTINUED

vided their holdings and had lots drawn for them by Mrs. Hewitt, an arrangement whereby the Coopers got the glueworks and the Hewitts the ironworks, which they sold to the U. S. Steel Company. This left Edward Hewitt out of a job and he presently interested himself in automobile engineering, then in its earliest stages. Hewitt owned one of the first Locomobile steamers, which he taught his wife to drive in 1901. Later he decided that, since no one else could design a 10-ton truck, he would do so himself. Hewitt's truck company was merged with Mack in 1911 and took the name of the latter, which had been widely advertised although its product was based on Hewitt's designs.

Cooper Union, whose purpose is to furnish free technical education for young New Yorkers, received its initial funds from the \$2,000,000 which Peter Cooper made out of the Atlantic cable and other money he had been saving for years toward this purpose. Years later it got another almost equal sum from a fortune made by Hewitt's mother, who financed a new process for mining sulphur. Edward Hewitt was in a fair way to make a similar contribution when in 1929 his highly varied investments, like many others, lost a large part of their value. Far from discouraged, Hewitt decided to capitalize on his famous Catskill estate. However, instead of renting the river to an individual or club, he chose the method, unusual in this country, of renting fishing rights, by invitation only, at \$150 per rod per season.

In 1940 his 11-room house burned to the ground. Hewitt surveyed the ashes the next morning and had workmen chopping timber for a new house before sunset. Hewitt designed his second house himself, along the engineering principles more recently embodied in the Buckminster Fuller Dymaxion house, whereby the second story is supported from the roof instead of resting on the underpinning. He furnished the house for \$1,000, partly by his own handiwork and partly by purchases at New York auctions. When in residence at his country house, Hewitt drives himself about in an antique Ford and supervises the fishing of his guests. In his opinion the best pool on his stretch of the Neversink is one in which guests often find it hard to catch anything. Hewitt himself can always immediately get several trout. His studies of trout's

CONTINUED ON NEXT PAGE



BROTHER Peter Cooper Hewitt was inventor of the mercury vapor lamp, left \$3,000,000 when he died in 1921.



FATHER Abram Stevens Hewitt built the first open-hearth furnace in U. S. and was a mayor of New York.

NOW! THOUSANDS FIND NEW HEARING!

The New ONE-UNIT
Beltone
MONO-PAC
HEARING AID

NOW!
This is all
you wear

ABOUT 1/3 SIZE AND WEIGHT OF
OLD-STYLE HEARING AIDS

I NEVER DREAMED ANY
HEARING AID COULD BE
SO TINY! SO LIGHT!

AND WHAT POWER!
ALWAYS PLENTY
IN RESERVE

NO OTHER HEARING AID PROVIDES ALL BELTONE'S 12 ADVANTAGES

(Here are just 5. Rush Coupon for Complete Facts.)

NEW! Button-Small X-Cell NEW! Minimum Size and Weight
NEW! Ever-Level Full Tones NEW! Wafer-Thin Style
NEW! Comfort-Curv Design

Beltone, the pioneer one-unit hearing aid, has now perfected a complete unit so small it is hardly larger than a deck of cards. This marvel of design and electronic improvements gives you full-tone hearing—and—at the same time does away with separate-cumbersome, heavy battery pack and wire. Try it yourself and you'll quickly realize why there are more BELTONE Mono-Pacs in use than all other one-unit hearing aids combined.

BELTONE HEARING AID CO., Beltone Building, Dept. LF-7
1450 West 19th Street, Chicago 8, Illinois

**Mail This
Coupon Now!**
FREE BOOKLET



BELTONE HEARING AID CO., Beltone Building, Dept. LF-7
1450 West 19th Street, Chicago 8, Illinois

Please send me, without obligation, FREE information concerning the new Beltone Mono-Pac with the amazing X-Cell battery which out-performs units 5 times its size.

Name _____

Address _____

Town _____ State _____



CAROLE LANDIS, the glamorous star of "A Scandal in Paris," released through United Artists, serves a tall, refreshing glass of iced Lipton's—the tea with the *brisk* flavor.

CAROLE LANDIS SAYS:

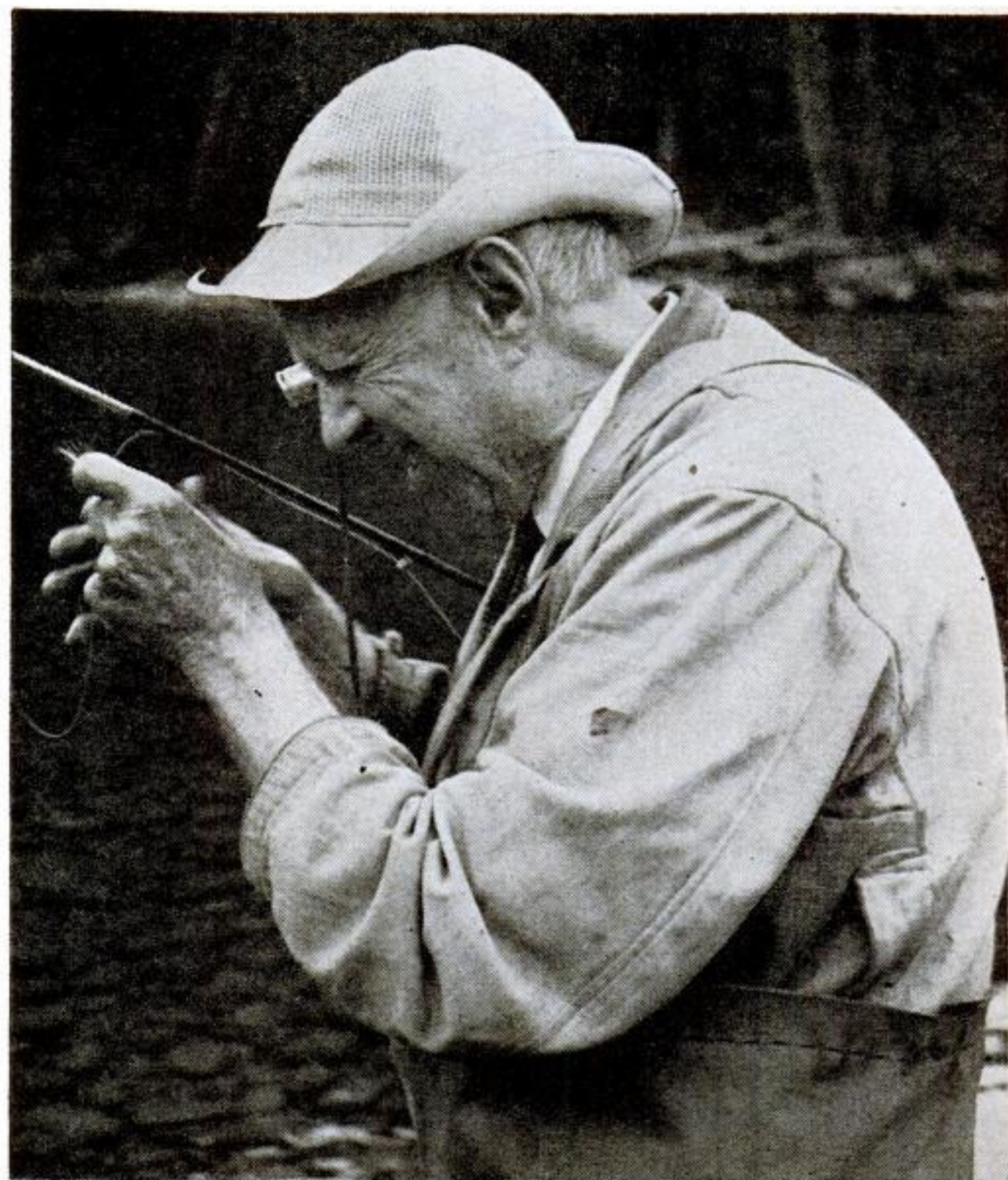
"Brisk-flavored Lipton Tea is a swell cooler-offer"

"My guests," continues Carole Landis, "like tea experts, go for the *brisk* Lipton flavor . . . and '*brisk*' is the tea experts' own word for the fresh, spirited taste of Lipton's. You'll also agree that this tea is rich and full-bodied. Never flat in taste . . . unlike ordinary teas." For only a few cents, you can make a big, cooling pitcher of Lipton's iced tea. What else can give you so much summer refreshment for so little? Get a package *now* at your grocery store.

LIPTON TEA

Brisk flavor
— never flat

© 1946, Thos. J. Lipton, Inc.



THROUGH MAGNIFYING GLASS Hewitt squints at a Neversink Skater as he ties it to leader before casting. This fly, designed by Hewitt in line with his studies of trout's eyes, has long hackles, requires special casting technique.

TROUT FISHERMAN CONTINUED

eyes have shown him just where to put his fly so it will be visible to the trout and where to stand so that he will be invisible, and he enjoys mystifying guests by proving it.

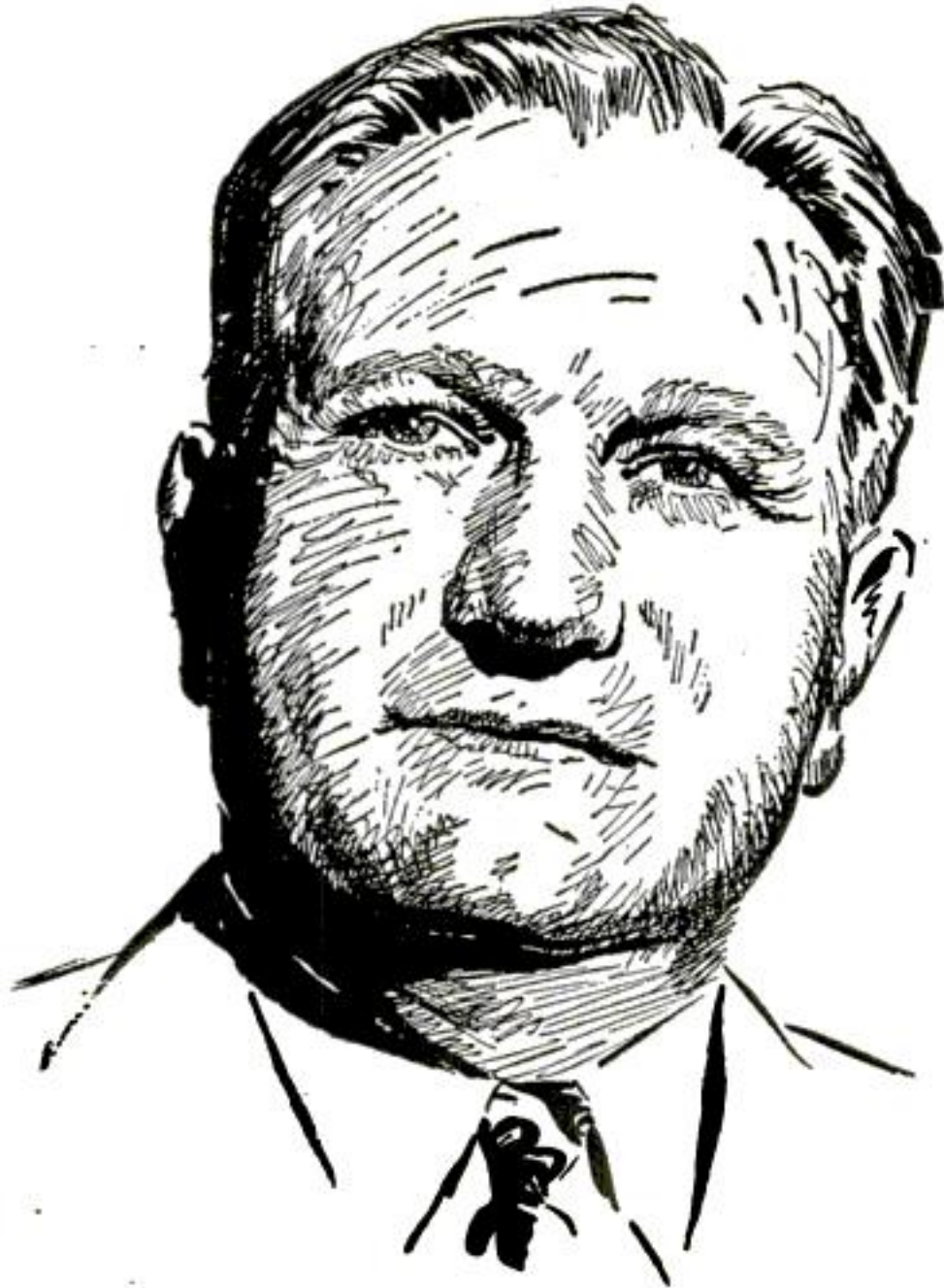
Hewitt's occasional failures in business have contributed to his philosophical viewpoint, which is that the main object of life is to understand and enjoy it; and that the greatest possible variety of experience, including misfortune, is hence desirable. American invention is no doubt a survival or refinement of the practical ingenuity demanded by pioneering. Hewitt likes to speak of himself as "the last of the gentlemen mechanics" and still enjoys life as much as, if not more than, ever because he is always learning even more rapidly than in the old days when he had a smaller base to build on.

One virtue of the Hewitt system of acquiring knowledge is that apparently divergent lines of information often intersect. In his trout-eye studies, for example, Hewitt was aided by his researches in photography. These began on the morning when Nikola Tesla took a picture of Mark Twain under a Geissler tube which proved to be no picture of Twain but a good one of the adjusting screw in the camera lens. Neither Tesla nor Hewitt realized until a few weeks later, when Roentgen announced the discovery of X-rays, that the picture of Twain was in fact an example of X-ray photography, the first ever made in the U.S. Later on, by amalgamating his lens lore with his trout lore, Hewitt disproved to his satisfaction the theory that trout are color blind and proved instead that they were even better able than humans to distinguish between a Parmachene Belle and a Silver Doctor, just as fishermen had always suspected. His knowledge of X-rays leads him to a conservative view about atomic power. "They can make bombs all right," Hewitt says, "but this stuff about running a car on a teaspoonful of fuel is nonsense. Why? Too expensive! You'd need 10 tons of armor to protect the car driver from radiations and it wouldn't pay at all, the way things are at present."

In studying photography, and even more in studying trout, Hewitt has been further helped by the fact that his own ocular equipment has always been exceptional. Hewitt is gifted with night sight to such an extent that years ago he used to be able to run through the woods, chasing trout enemies or whatever, on nights so dark that his companions were unable to make much headway

CONTINUED ON PAGE 100

Portrait of a Capitalist



1. Mr. and Mrs. J. E. W----- live in Los Angeles, Cal. They own their home and have four children—two sons and two daughters. Mr. W----- started working at 17 as apprentice-mechanic for Nash Motors. Today he owns his own Dodge-Plymouth agency in Los Angeles.

2. Both sons have entered the business with him this year. Mr. W----- is also one of the capitalists who own Union Oil Company. He has 100 shares of Union Oil stock. At the present market, Mr. W-----'s stock is worth about \$2,800. He could sell it for that much tomorrow if he chose.

3. \$2800 would buy many things that the W----- family could use. But they have chosen to *invest* the money in oil wells, tools and refineries that make gasoline for *other people* instead of *spending* it on *themselves*.



4. Naturally they deserve some compensation for this. So our economic system offers them a reward in the form of *dividends*—whenever the company makes a profit. Last year Union Oil dividends amounted to \$1.00 a share—or less than 4% on the *market* value of the stock.

5. So the W---- family got \$100 from their holdings. This is within \$37 of what the average Union Oil stockholder got. For Union Oil is owned not by one man or two, but by 34,114 American people like the W-----s. And the average stockholder owns just 137 shares.

6. Naturally, some own more than this and some less. But the largest owns only 1% of the total. So it is not the investment of a few millionaires but the combined savings of thousands of average American *capitalists* that make Union Oil, and most American corporations, possible.

UNION OIL COMPANY
OF CALIFORNIA

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Bldg., Los Angeles 14, Calif.

AMERICA'S FIFTH FREEDOM IS FREE ENTERPRISE

How sure can you be THAT YOU HAVEN'T **GINGIVITIS?**



4 OUT OF 5 MAY GET IT. ONE OF THE MOST COMMON ENEMIES OF GOOD LOOKING TEETH AND FIRM GUMS!

Pity the ignorant person—young or old—whose gums bleed even a *tiny* bit—and who does nothing about it.

Tender, bleeding gums are often some of the first signs of Gingivitis—a mild gum inflammation attacking thousands. Neglect of Gingivitis often leads to dreaded Pyorrhea with its soft, shrinking gums and loosening teeth which only your dentist can help. Be sure to see him every 3 months. Then at home—here's one of the best ways to help guard against Gingivitis.

To help gums be firmer—teeth sparkling bright

Massage your gums twice daily with Forhan's Toothpaste—that remarkably successful formula of Dr. R. J. Forhan for BOTH massaging gums to be firmer—more able to ward off infection—and for cleaning teeth.

After even the first trial—notice how refreshed and invigorated *your gums feel*—how naturally bright and lustrous *your teeth look*. Clinical investigation showed that 95% of Gingivitis cases improved in 30 days by following this Forhan method.

So buy a tube of Forhan's today. Let your *whole family* enjoy its benefits. At all drug, department and 10¢ stores.



NO HARSH ABRASIVES IN FORHAN'S!
use Forhan's
with massage
FOR FIRMER GUMS—CLEANER TEETH

TROUT FISHERMAN CONTINUED

even when equipped with flashlights. His daylight vision was 20-20, or perfect, until very recently when a slight lapse occurred which he is presently trying to cure with vitamins. Hewitt prescribes his own vitamins, of course, according to a formula which he worked out years before vitamin pills became generally popular, and until recently also rolled his own pills, on a bench near the trout-flying apparatus, in his workshop.

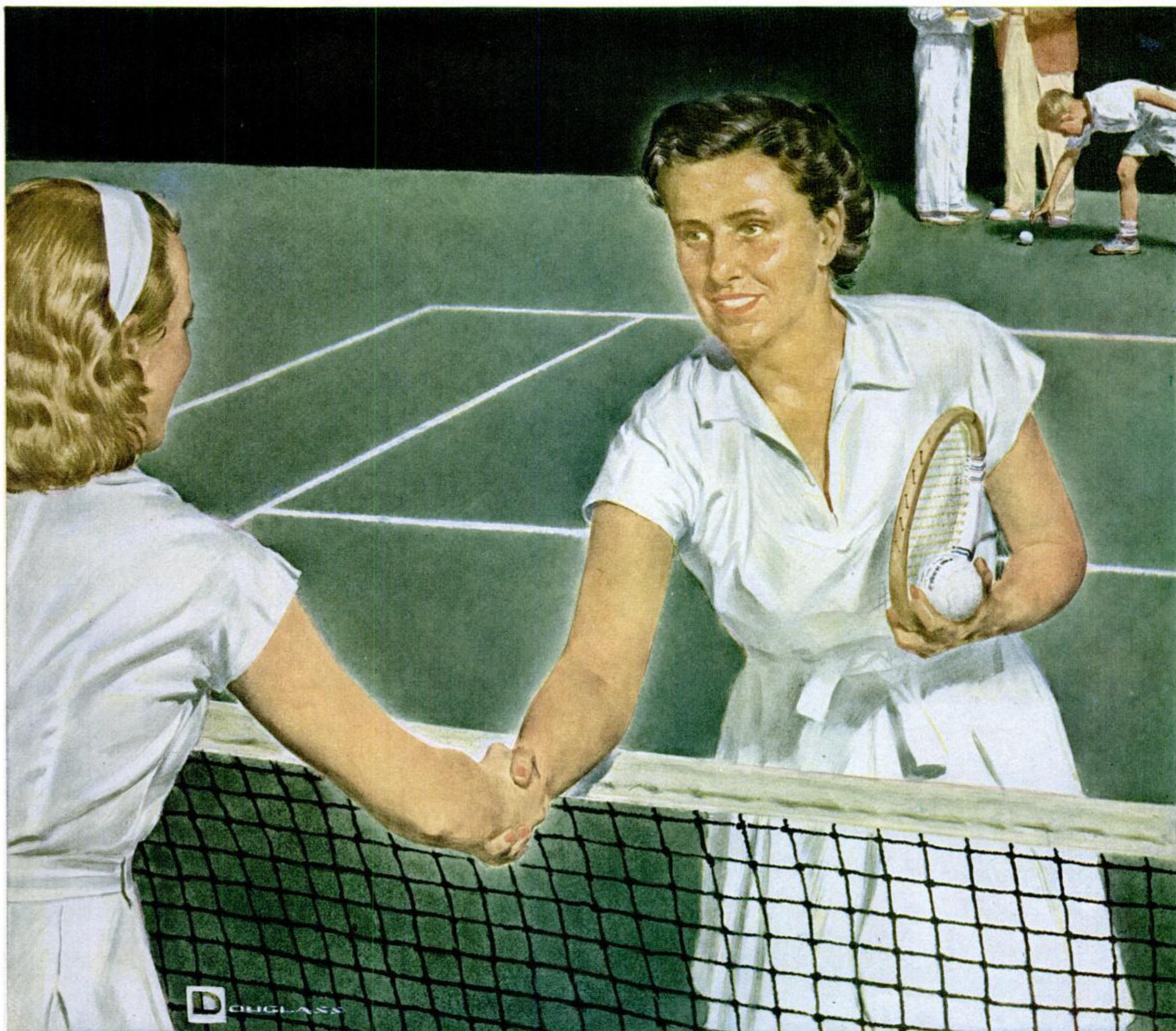
Like Hewitt's eyesight, his hearing used to be of almost supernatural excellence and sometimes made the telephone seem almost superfluous. Hewitt used to be able to distinguish with ease between the ticks of two fine Swiss watches at a distance of 30 feet. Combined with his knowledge of musical instruments, his oral powers permitted even more fabulous demonstrations, like one which he effected at a musicale given by a senator in New York. Sitting with Mrs. Hewitt and their host as they listened to a violinist playing softly in another room, Hewitt turned to his wife and said, "I've heard that instrument before. I think it is the Tuscan Strad." A few minutes later, he stated that the musician had changed his instrument for a Vuillaume fiddle. In both cases Hewitt's attributions were proved entirely accurate. He had recognized the Tuscan Stradivarius from hearing it five years previously, played by its previous owner on the concert stage in London.

The decline of Hewitt's hearing, which is now down to practically normal, is one of the things, along with his inventive ability and the obvious trend of his interest, which lend credibility to the theory that he may eventually become a trout. Another is the fact that, as Hewitt himself points out, old cannibal trout develop tusklike teeth and convex instead of concave tails—although Hewitt himself is not a cannibal and his stooped posture may only be result of his spine ailment. In any case it is not a matter which concerns members of the present generation.

Whether or not Hewitt is the wildest human alive, he would certainly be the wildest trout if he became one and, with himself out of the way, no fisherman would ever catch him. On the other hand even if he stays human, his life expectancy is prodigious. According to an investigation by the Galton Laboratory some years ago, the age at which a human being will die can under some conditions be guessed by an equation wherein the average life span of parents and grandparents will equal the average span of the former's progeny. In Hewitt's case this obscure rule operates rather advantageously, since he is the only surviving member of his generation of a long-lived family. Applying it to himself, he recently figured out that he should live to be 130, which gives him ample room to turn around in.



LANDING TROUT, Hewitt dispenses with net as unnecessary, dexterously guides fish in by hand. Low falls in background and thickly shaded banks of the Neversink River illustrate Hewitt theories on ideal trout accommodations.



She conquered **CANCER** too

TODAY MOST cases are curable—if caught in time! The important thing is early diagnosis—to control the cancer before it grows and spreads.

Great scientists have dedicated themselves to overcoming this dark enemy, which takes one life out of every nine. Statistics now show a rising curve of hope. Much of the credit for this goes to organizations

such as the *American Cancer Society*, which have labored so hard in educating people to see a physician regularly—without waiting for trouble. They are working for you, and for your family.

Wyeth of Philadelphia, a pioneer in medicines, pays tribute to these scientists and these societies. They have saved many. They have given Hope to all.

To guard your health, your physician and pharmacist work hand in hand. For medical products of the highest ethical standard both doctor and druggist rely upon Wyeth of Philadelphia. Wyeth is an honored name—a symbol of purity, quality, reliability—since 1860.

Wyeth

REG. U. S. PAT. OFF.

WYETH INCORPORATED • PHILADELPHIA 3, PA.

DO YOU KNOW
*what these
flags mean?*

THESE 2 FLAGS MEAN:

"What is the weather forecast for today?"
(Cool and delightful—if you serve your friends
mild and mellow Kinsey Whiskey.)

THESE 2 FLAGS MEAN:

"I have sighted ice in position indicated."
(Good! Now just add Kinsey and soda . . . and
you'll enjoy the most delicious, most cooling
highball you ever tasted!)

THESE 2 FLAGS MEAN:

"You should proceed at your utmost speed."
(. . . to your favorite liquor dealer or tavern and
order Kinsey. This superb blend is not "just an-
other whiskey." People who know say it offers
something special in smoothness
and flavor. We think you'll agree,
so try Kinsey . . . tonight!)

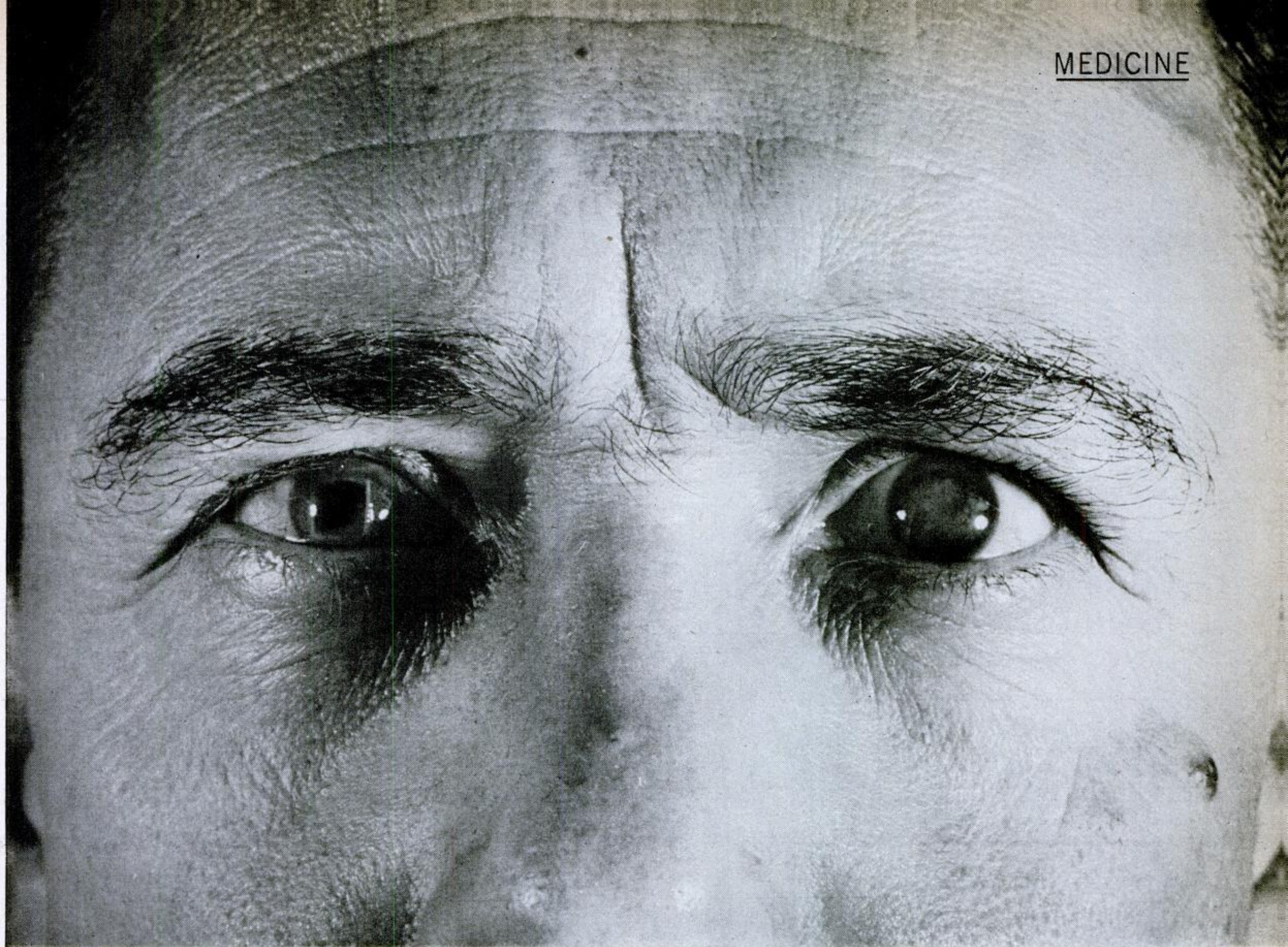
KINSEY
BLENDED WHISKEY

the unhurried whiskey
for unhurried moments

SINCE 1892

86.8 Proof. 65% Grain Neutral Spirits.
Kinsey Distilling Corp., Linfield, Pa.





THE CHARACTERISTIC SQUARE OF A CORNEAL TRANSPLANT IS VISIBLE IN EYE AT LEFT, WHICH, BEFORE OPERATION, WAS BLIND AND CLOUDY LIKE THE OTHER EYE

CORNEA TRANSPLANTS

Transparent slivers from the eyes of dead people restore sight to blind whose eye "windows" are clouded

Hundreds of people in the U.S. who once were blind are able to see today with the help of dead people's eyes. They had been blind because the corneas of their eyes were cloudy, and their sight was restored by grafting in their eyes tiny slivers from the clear eyes of the newly dead. The cornea is the part of the outer covering of the eye shaped like a little dome over the pupil and the iris. This window of the eye is sometimes malformed and sometimes damaged by disease or accident, such as being splattered by hot grease. About 10,000 people in the U.S. today have cloudy corneas which can be replaced by a transplant.

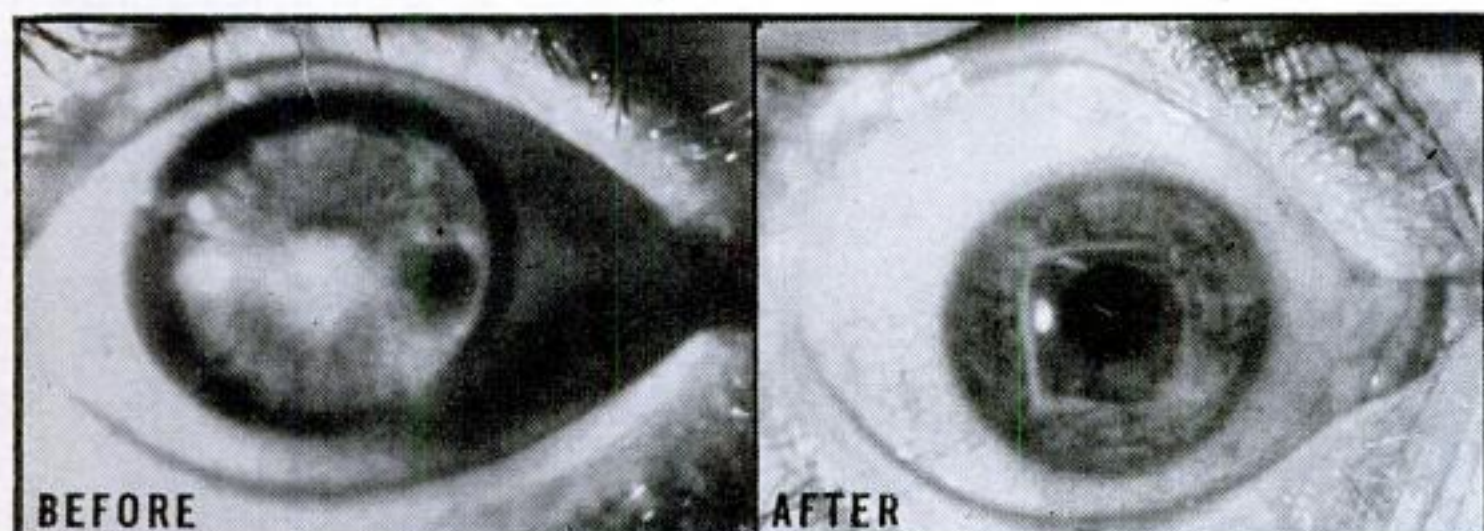
To be blind for such a minor reason when the

rest of the eye is good has always seemed particularly unbearable. As early as 1798 an eye surgeon tried inserting a piece of glass in place of a cloudy cornea. This failed since the eye will not heal around glass. Later the corneas of pigs, rabbits and other animals were tried. Although the graft took hold in the human eye and knit, it always became opaque and useless. In 1906 a German doctor named Eduard Zirm used a transplant taken from a human eye. It knit and remained clear and the patient's sight was restored.

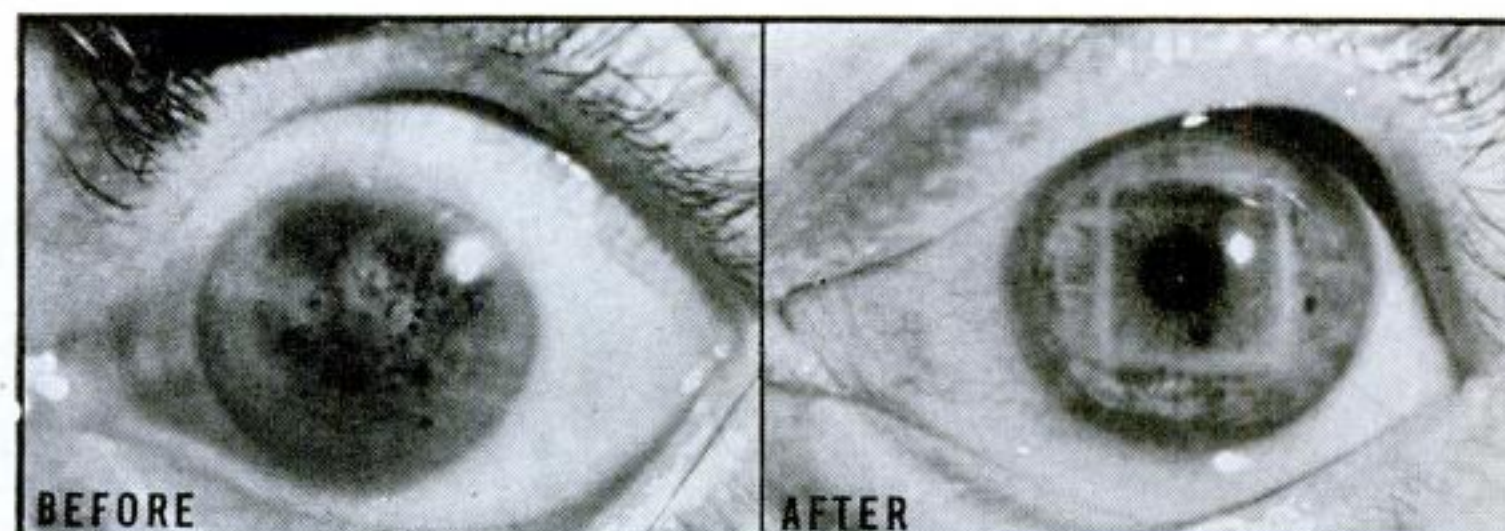
But later operations proved to be bitterly disappointing. Nine out of 10 operations failed. After hundreds of experiments on animals in the 1930s,

operating technique was so improved that today about 9 out of 10 operations are successful.

One great obstacle still besets cornea grafting. It is the difficulty of finding donor eyes from which to take transplants. Any clear cornea can be used, provided only that the eyeball is removed within 12 hours after death. People who wish to donate their eyes as a source of corneal transplants after death may make the arrangements through their hospital. In almost every major U.S. city there are long lists of blind people who spend most of their time waiting for a call from a hospital telling them that an eye has been given and that their chance for sight has come.



BEFORE AND AFTER PICTURES OF SAME EYE SHOW OPACITY AND CLEAR GRAFT



EYE WAS RESTORED AFTER BEING PEPPERED WITH BURNS FROM FIRECRACKER



SCHICK electric shaving faster, closer with new preparation

• Tests by 800 men prove you can now enjoy even better shaves from your Schick Electric Shaver—with sensational new Letric Shave. It's an amazing development of The J. B. Williams Co. to help you get quicker, longer-lasting shaves. Just dash a few drops of Letric Shave on your face *before* shaving.

FASTER SHAVES!
Dries sticky perspiration—lubricates



• By overcoming friction, Letric Shave helps prevent "shaver drag"—makes shaving quicker and more comfortable for men with dry skin. It evaporates sticky "hot-weather" perspiration—helps save minutes of shaving time.



CLOSER SHAVES!
Conditions beard—softens wiry whiskers

• A special emulsifying ingredient in Letric Shave takes the "fight" out of tough whiskers—helps you get a closer, longer-lasting shave.

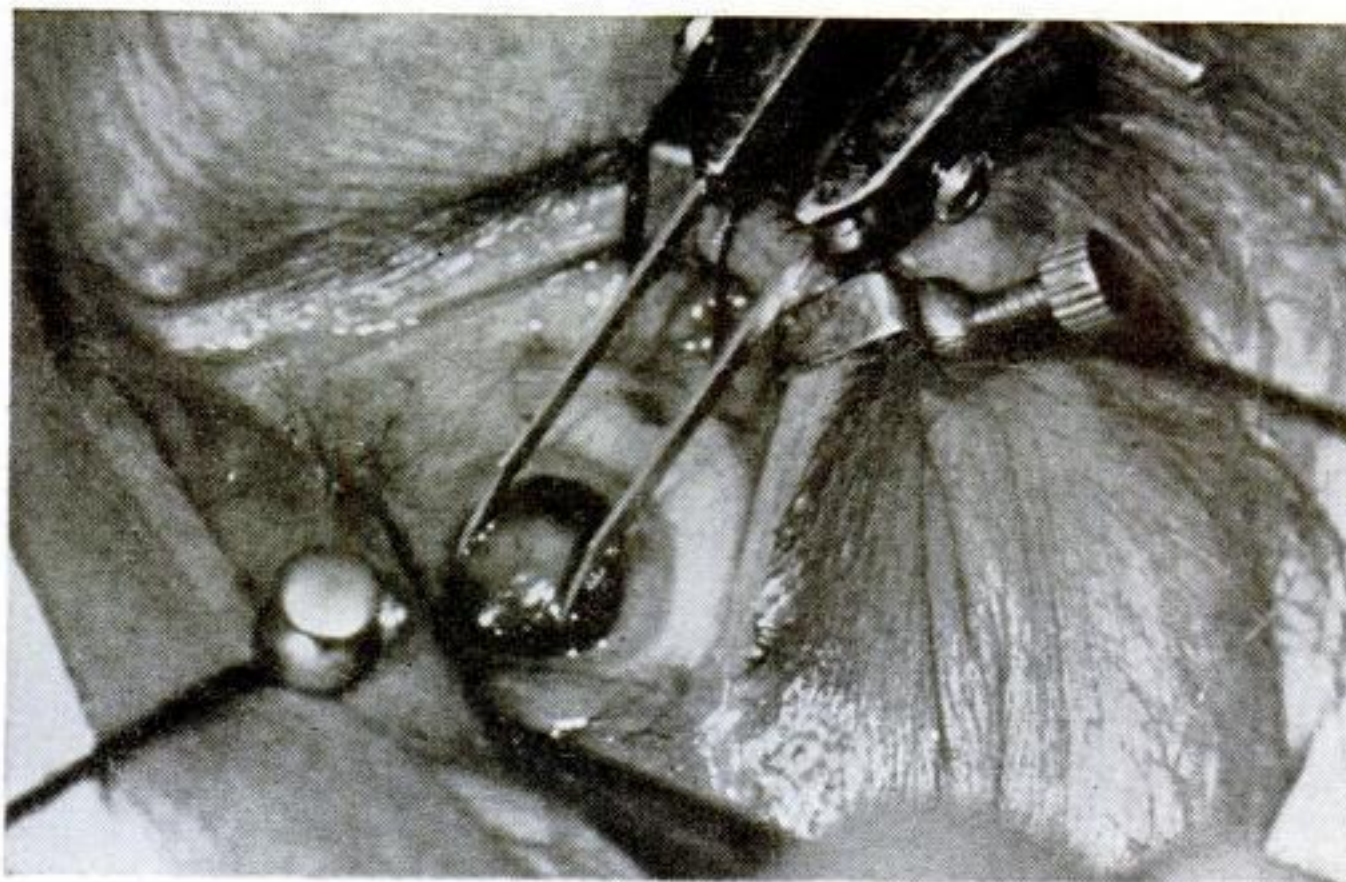
Send for free sample

Letric Shave gives equally good results with any make of electric shaver. On sale at toilet-goods counters everywhere—or send your name and address to The J. B. Williams Co., Dept. LE-1, Glastonbury, Conn., for generous trial-size bottle. (Offer good in U. S. A. only)

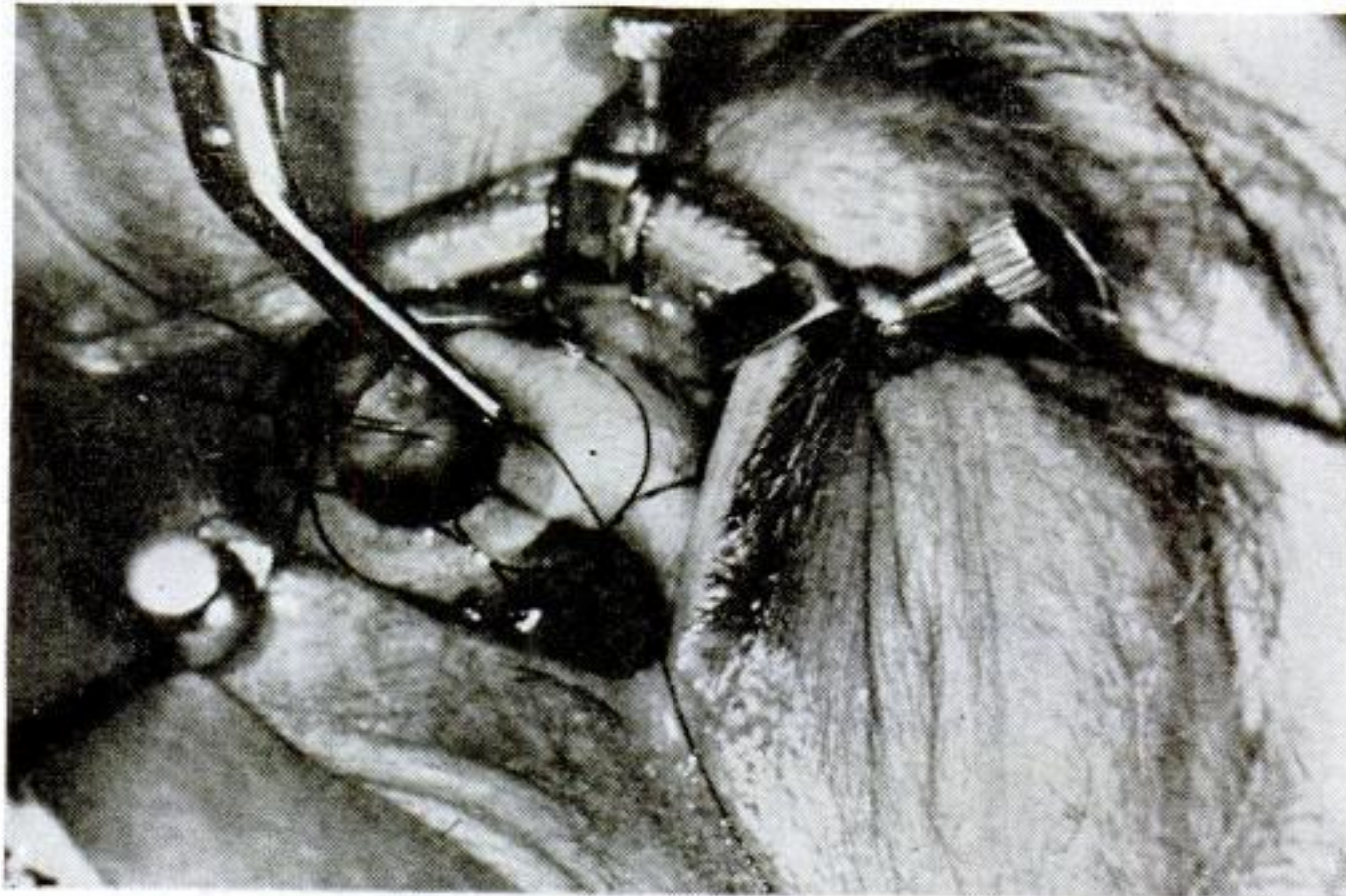


MAKES ELECTRIC SHAVING EASIER

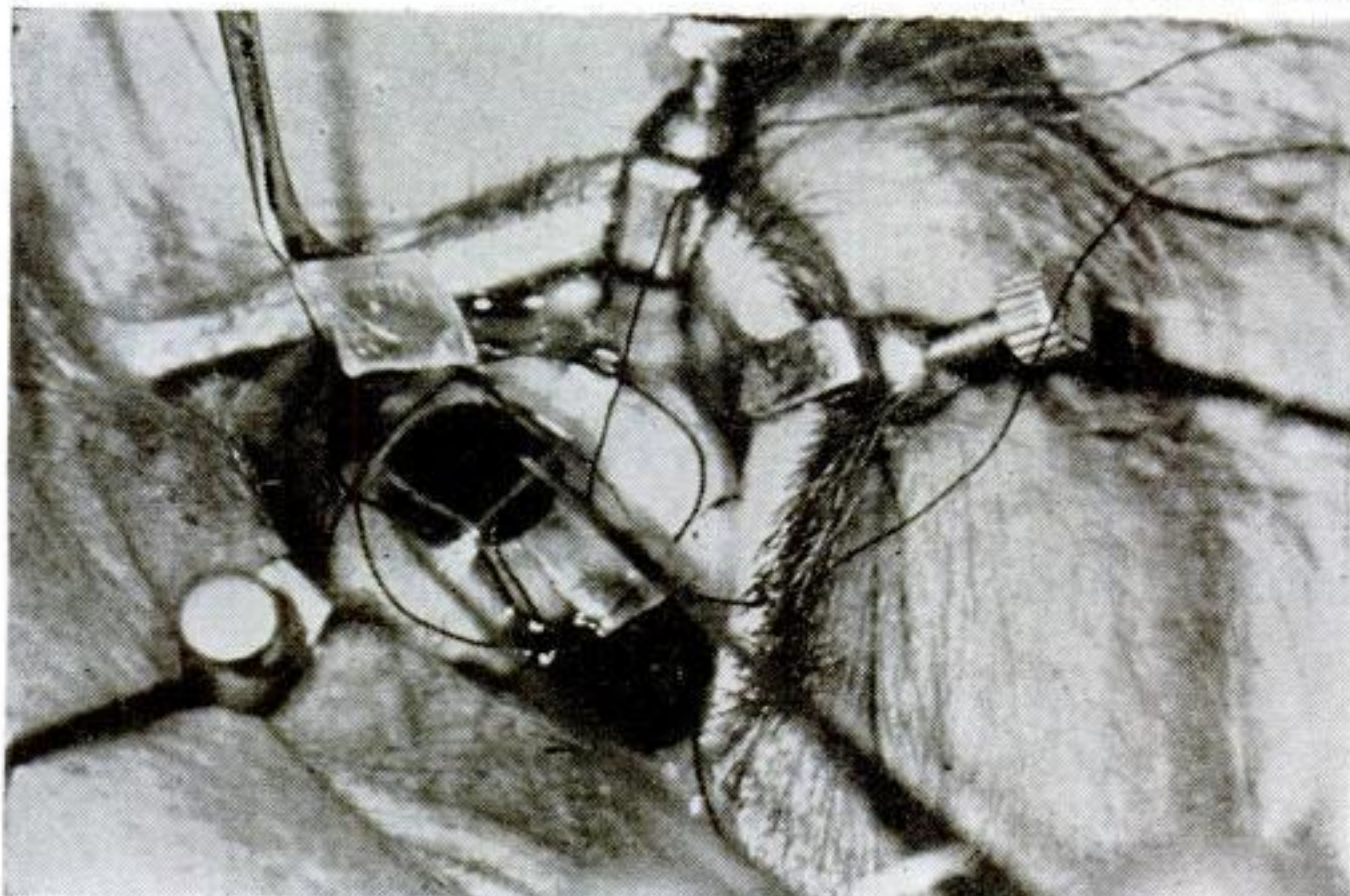
Cornea Transplants CONTINUED



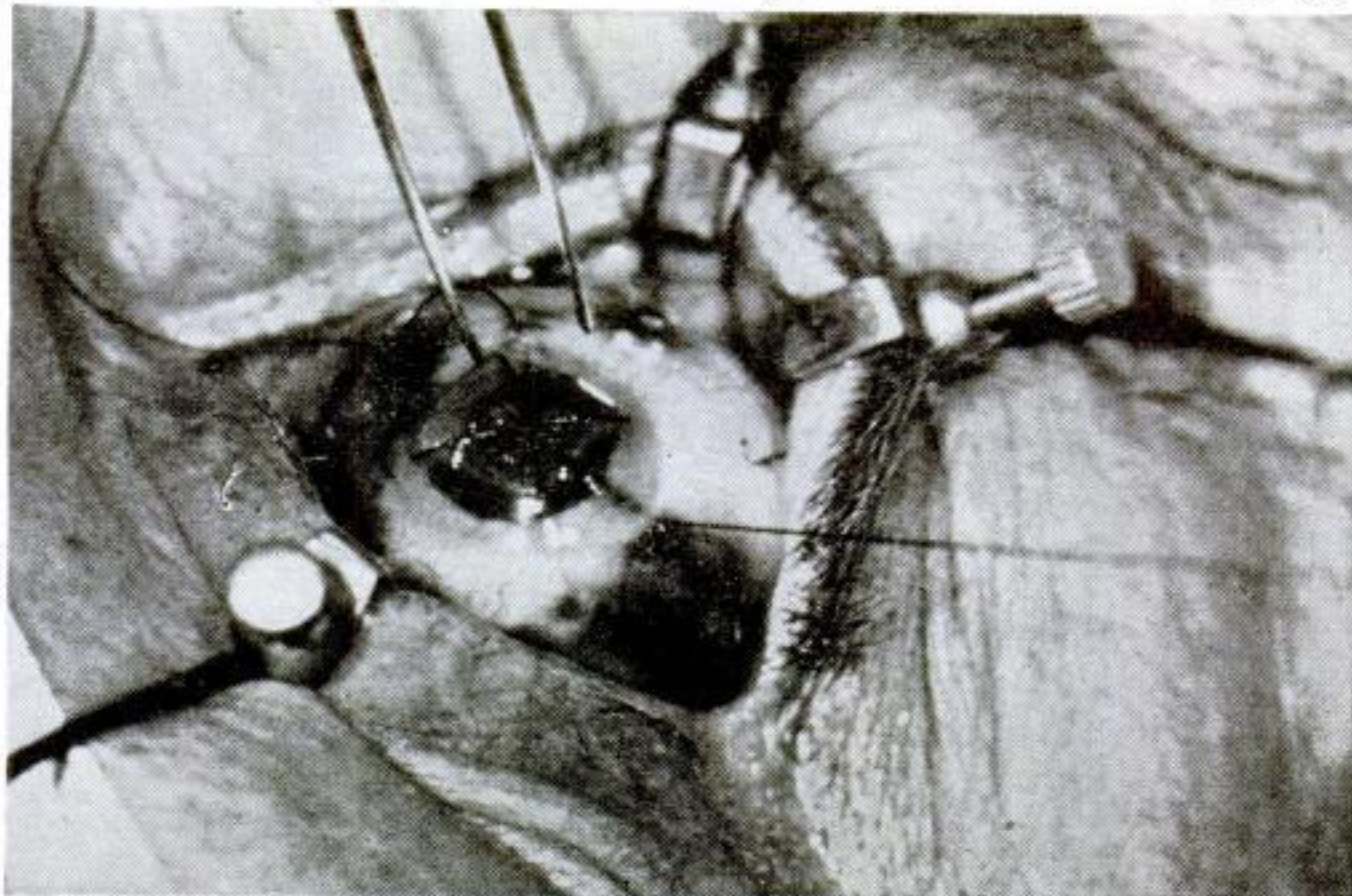
IN FIRST STEP OF OPERATION quarter-inch square is cut from cloudy cornea on blind eye. Incision is made by double-bladed knife. Eyebrow is at top.



AS SCISSORS CUT along incision made by knife, the dissected piece is pulled clear of iris and lens by thread. Stitches have been put into the cornea.



CLEAR TRANSPLANT is brought to the eye on a tiny trowel and is set in place of the cloudy square which has been pulled off to one side of the eye.



LOOPS OF THREAD are drawn together, tightening over transplant to hold it in place. On sixth day, after transplant has knit, the threads are taken out.



NO IF'S ANDS OR BUTS

A clean toilet bowl has no odor. When you use SANI-FLUSH you know the bowl is clean. Stains and invisible film that foster germ growth are removed by the chemical disinfecting action of this wonderful cleaner.

SANI-FLUSH saves disagreeable, messy scrubbing. Just sprinkle it in the toilet bowl—that's all. It's safe in septic tanks, effective in hard and soft water. Two handy sizes sold everywhere.

Sani-Flush

QUICK
EASY
SANITARY

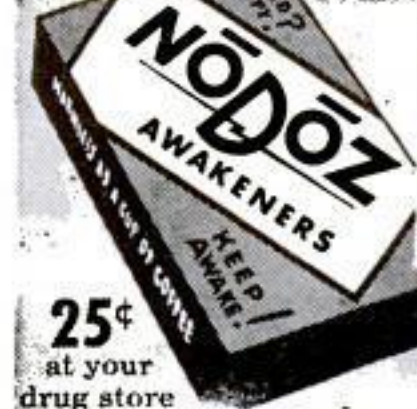


SAFE FOR SEPTIC TANKS

Sani-Flush won't harm your septic tank. This has been proved by a nationally-prominent research laboratory. Your copy of its scientific report is free. Write for it. Address The Hygienic Products Co., Dept. 121, Canton 2, Ohio.

LIFE

MORE READERS
EVERY WEEK
THAN ANY
OTHER MAGAZINE
IN HISTORY



• When geniuses like yourself feel drowsy at parties, movies, etc., they take a NoDoz Awakener tablet and wake up!

Harmless
as coffee

KILL INSECTS WITHOUT DUST OR SPRAY

Roaches, Silverfish, Waterbugs and Crickets eat the bait in the protective tube and die. Can't be blown or tracked onto food supplies. Clean, long lasting. Sold by drug, grocery and other stores. 8 pkgs. \$1 postpaid if yours has none. Over 20 million sold. DeSoto Chemical Co., No. 7 Day St., Arcadia, Fla.



CONTINUED ON PAGE 108



"Techniques in factual film production advanced enormously during the war and to a degree which would never have been likely in the ordinary course of events. New interests have been aroused and to truly thoughtful people, the fact-film has been a healthy boon. The whole body of thoughtful people is potentially an audience for films of instructional content."

Bosley Crowther
New York Times



"The documentary picture has given the theater a new bearing on the course of human affairs. Its further development can make it one of the vital forms of communication in the struggle for an orderly world."

Hubert Roussel
Houston Post



"That fact can be as interesting as fiction is shown by the March of Time's revolutionary treatment of the newsreel, by which events of timely interest are given background, perspective and full dimension."

Nelson B. Bell
Washington Post

"The authentic documentary pictures given to the public during the war have increased the taste of movie audiences for fact as opposed to fiction; for true drama as compared to romances."

Marjory Adams
Boston Globe

"The motion picture has left the job of public education to the documentary film. The documentary needs the largest possible audience, and the responsibility for that is most definitely the exhibitors'."

Leo Miller
Bridgeport Herald

"Documentary films have proved an instrument of great force and power in bringing the countries of the world closer together."

Frank Grosjean
Shreveport Journal

"GIVE MOVIE GOERS THE FACTS!"



"The documentary emerges from the war with a vastly increased public and a tremendous potential for every sort of instruction. The fact-film will take its place in time beside the radio and press as a prime disseminator of fact."

Groverman Blake
Cincinnati Times-Star

Say Critics Across the Country Who Judge the Films You See

THESE top movie editors and critics believe that fact-films have an exciting and very important future. It is our hope—and challenge—that you share the critics' view. With increased resources, experience and skill, we are prepared today to give you the finest films we have ever made.

THE MARCH OF TIME

RELEASED BY
20th
CENTURY-FOX

PRODUCED EVERY FOUR WEEKS BY THE EDITORS OF TIME AND LIFE



"During the war documentary films entered the realm of true-to-life drama. A combination of instruction and entertainment was attained as never before by motion pictures. In the future this combination should be expanded."

Helen Barrett
Wilmington News-Journal

"It took a war to build up a vast audience for the fact-film and to wipe out the prejudice against films that are factual instead of fictional. Today, thousands of young men have come back from the war with a taste for the instructional film. They will demand that this type of film be adapted to the need of their children in peace."

Amy H. Coughton
Rochester Times-Union

"Public reaction to documentary films since the war's close continues favorable. The public still is deeply interested in what is going on that affects the democratic way of living."

Don H. Short
San Diego Union
and Tribune-Sun

"The war issues sharpened the public's appreciation of the value of visual reporting. Through factual photography, leavened with entertainment, America will come to know itself."

Louise Mace
Springfield Republican



"The most powerful single medium of film education is the factual film. A score of journalistic films have convinced me that an honest man never had a better instrument to aid him in his quest for truth."

Jay Carmody
Washington Star



"There is a new public for the documentary film—the veteran—and every maker of motion pictures must take into account this new-born social consciousness of the erstwhile servicemen."

Harry Martin
Memphis
Commercial Appeal



"The documentary film proved that the movie-going millions thirst as much for knowledge as entertainment. It has become imperative in the well-balanced theater program."

Al Weitschat
Detroit News



"I believe wholeheartedly in the world-wide use of documentaries for education and understanding. They can and should be used to lead us into the paths of peace."

Elinor Hughes
Boston Herald



"We have many far-reaching facilities, but none have been more effective in the spreading of information and education than the documentary film. There is no limit to its usefulness."

Hinton Bradbury
Jacksonville Journal



"No wonder my ears were burning—"

MRS. IRWIN ABT of Buffalo, New York, had a feeling someone was talking about her that morning!

And who was it but her very own daughter, as Mrs. Abt discovered when she happened to pass the guest room door.

It seems that the daughter and her friend were making the beds, writes Mrs. Abt. And just as she came within earshot, the visitor exclaimed in admiration, "Ooh, Pequot Sheets!"

Quick as a flash came daughter Abt's reply:

"Yes, Mother says they're the only sheets to buy. She says they wear so much better, and keep new and fresh-looking after many, many washings... I'm certainly going to have Pequots when I get married!"

Mrs. Abt beamed with pride at this tribute to her taste and judgment. So did we, when we read it... and especially satisfying was Mrs. Abt's closing sentence:

"Here are two more future mothers who will insist on having quality Pequots in their homes."

We're happy to say that mothers and daughters have been insisting on smooth, close-woven Pequots for four generations. Make your own comparisons, or take Mrs. Abt's word for it... you'll never regret your Pequot purchase!

We're doing our best to supply all stores, so when you need sheets, ask for Pequots, America's most popular sheets.

Pequot Mills, Salem, Massachusetts.

PEQUOT SHEETS

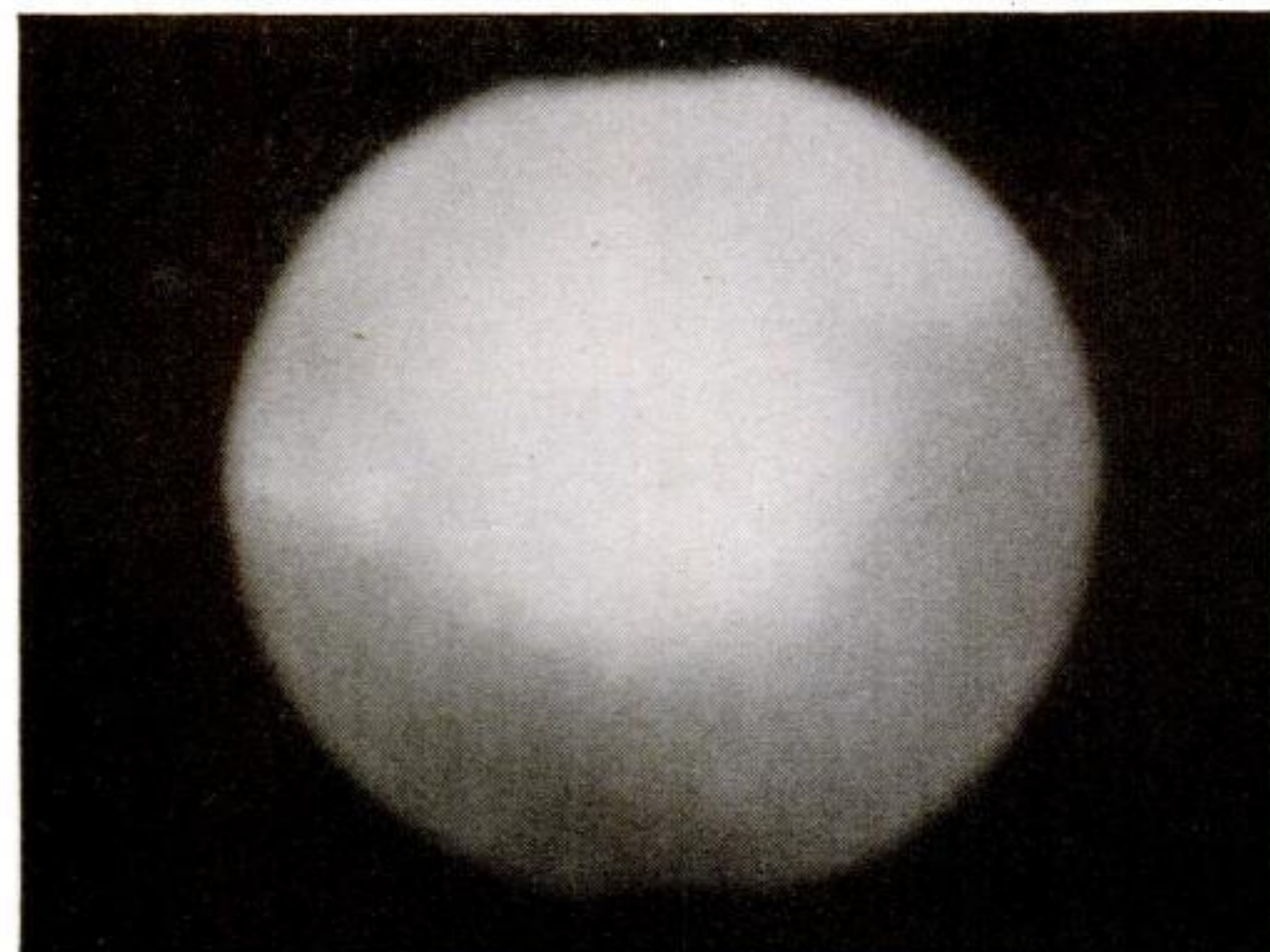
so good-looking  so long-wearing

Pronounced "PEE-KWAT"

Cornea Transplants CONTINUED



WHAT PATIENT SEES on operation table through cloudy cornea is reproduced here by photographer according to specifications of an actual patient.



GLARE OF LIGHT is all that is seen when cornea is removed. Since anesthetic is local, patients are conscious throughout, get strange view of operation.



CLEAR SIGHT may come instantly when the tiny transplant is set in place. This makes the patients cry out excitedly to the doctor, "I can see, I can see."

CONTINUED ON PAGE 109

Enjoy Life!



Drinks have more life with PIN-POINT CARBONATION

From first sip . . . to the last . . . drinks made with Canada Dry Ginger Ale and sparkling Water are tops for taste and sparkle. Here are four reasons why they're so superior to ordinary mixers:

PIN-POINT CARBONATION—millions of tinier bubbles that keep tall drinks sparkling and lively to the last sip.

EXCLUSIVE FORMULA—scientifically developed and laboratory-controlled to improve the taste of your drink . . . not distort or dilute it. Canada Dry Water *points up* flavor. Canada Dry Ginger Ale *adds* the delicate flavor of pure Jamaica ginger.

SPECIAL PROCESSING—every drop of water used in Canada Dry beverages is specially treated and multi-filtered to assure purity, balance and clarity.

UNIFORM QUALITY—Canada Dry's superior quality is rigidly maintained from bottle to bottle, from day to day, the world over.

Where there's *Life* there's—

CANADA DRY
WORLD FAMOUS

GINGER ALE—WATER

FOUR OTHER FINE MIXERS

Tom Collins Mixer . . . for full flavor and sparkle.

Hi-Spot . . . fresh tasting and zippy—a new high in refreshment.

Quinine Water . . . for delicious Gin and Tonics.

Spur . . . the Quality Cola for a perfect Cuba Libre.

CORONET V.S.Q.

the highball **BRANDY**



lighter with **soda** . . .

lighter with **cola** . . .

lighter with
ginger ale



Paul Rand

California Grape Brandy 84 Proof. Cresta Blanca Wine Company, Inc., San Francisco, California



PAINFUL PRESSURE must sometimes be used to keep graft flat and in place. Blind in both eyes for two years, patient endures pain gladly to regain sight.



INTERM was blind in left eye because his cornea was cone-shaped instead of round. With a transplanted cornea, he now uses his eye in work at microscope.

DIANA LYNN

starring in

"OUR HEARTS WERE
GROWING UP"

A Paramount Picture



DIANA TELLS

"How to have more fun
on dates"

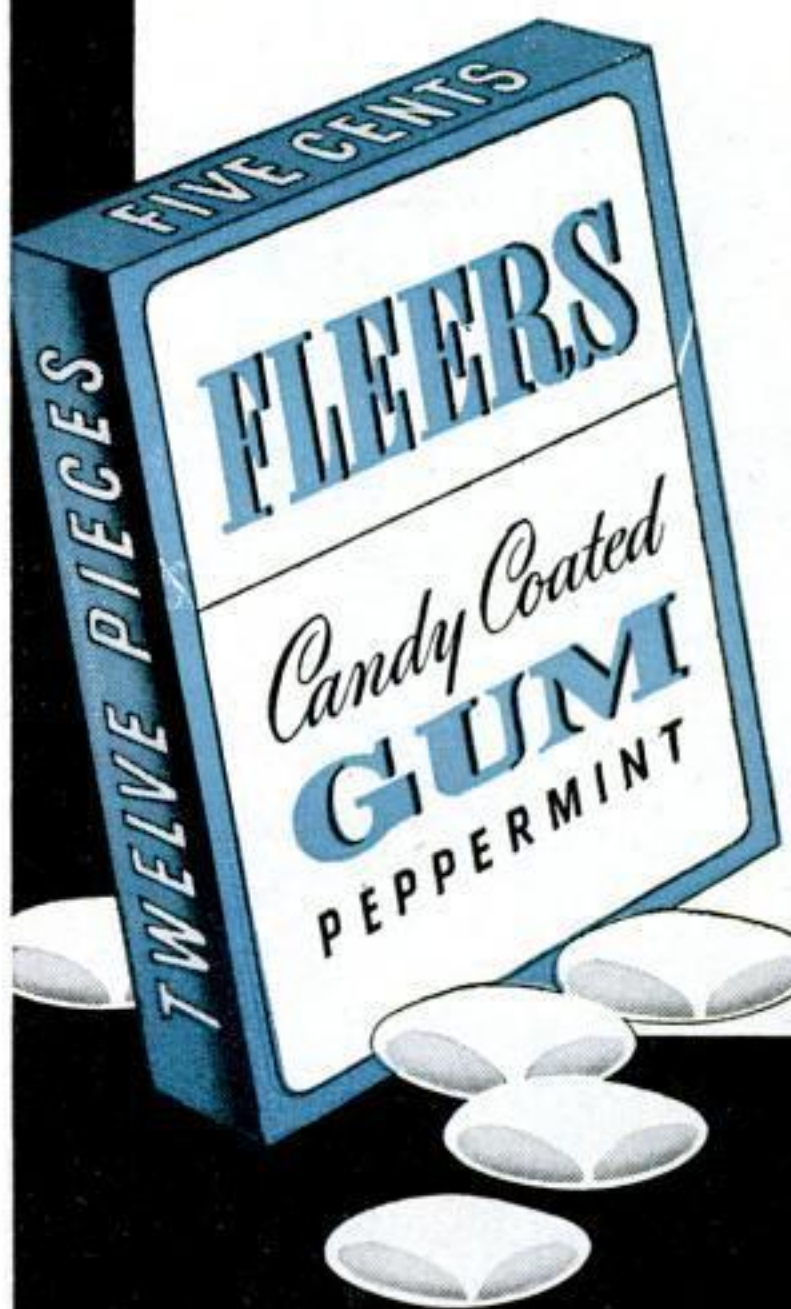


The dates I like to remember are the ones where *everybody* had a good time. Where nobody told any jokes that reflected on any race or religion. Where nobody acted snooty because he or she had more money, nicer clothes, or a fancier education. It's silly to be a snob or snide-guy . . . when *real people* have so much more fun!

Fleer knows how much little things can mean . . . guess that's why they make such good gum.

FLEER'S is that delicious chewing gum with the *super* peppermint flavor. Twelve flawless fleerlets, in a handy green-and-white package, for only five cents. Fleer's is fresh, flavorful, refreshing. Enjoy Fleer's today!

Frank H. Fleer Corp.
Philadelphia, Pa.
Established 1885

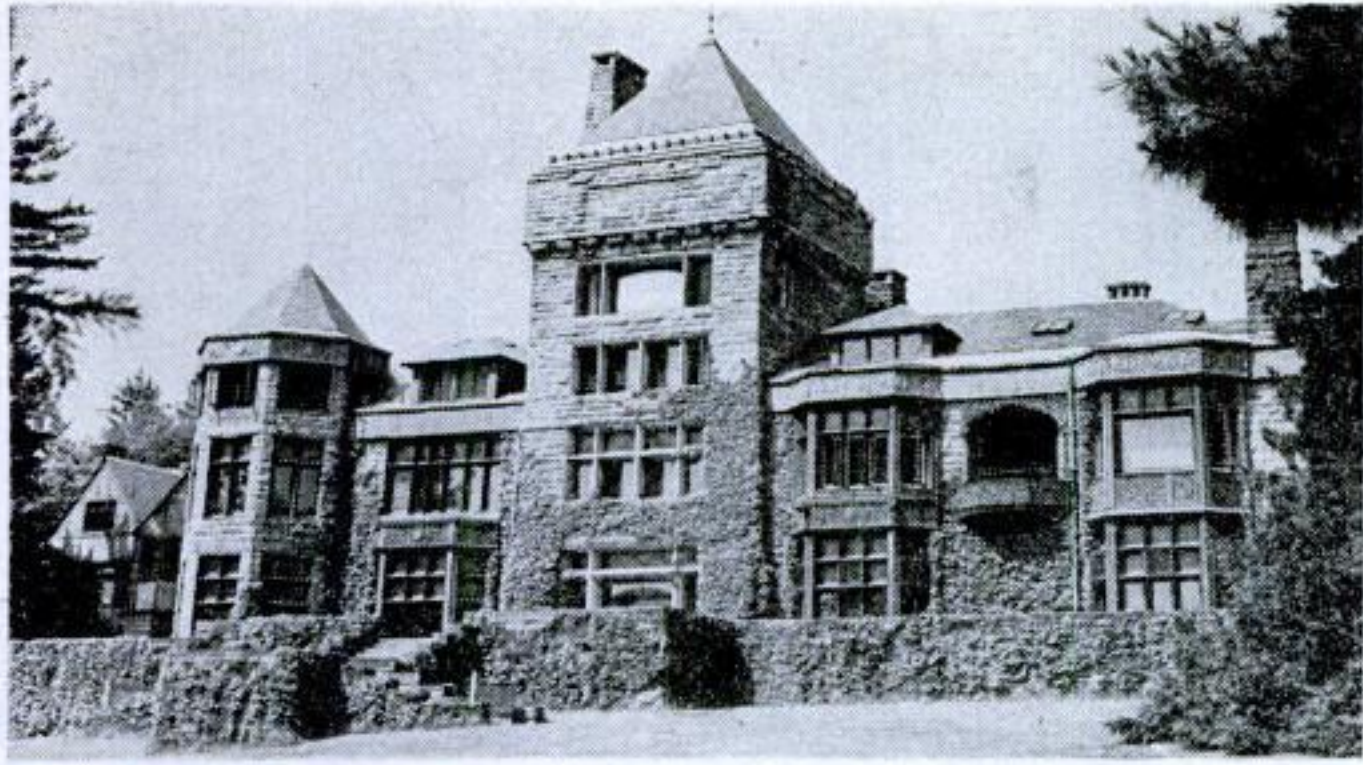


Candy Coated — Chewing gum in its nicest form!



IN YADDO'S GREAT HALL, Marguerite Young, author of *Angel in the Forest* (LIFE, Sept. 17, 1945), likes to sit in a bishop's chair stuffed with pillows. Her companion is

21-year-old Truman Capote, short-story writer. Guests all gather in the hall after dinner to discuss life and literature, are discouraged from reading manuscripts to each other.



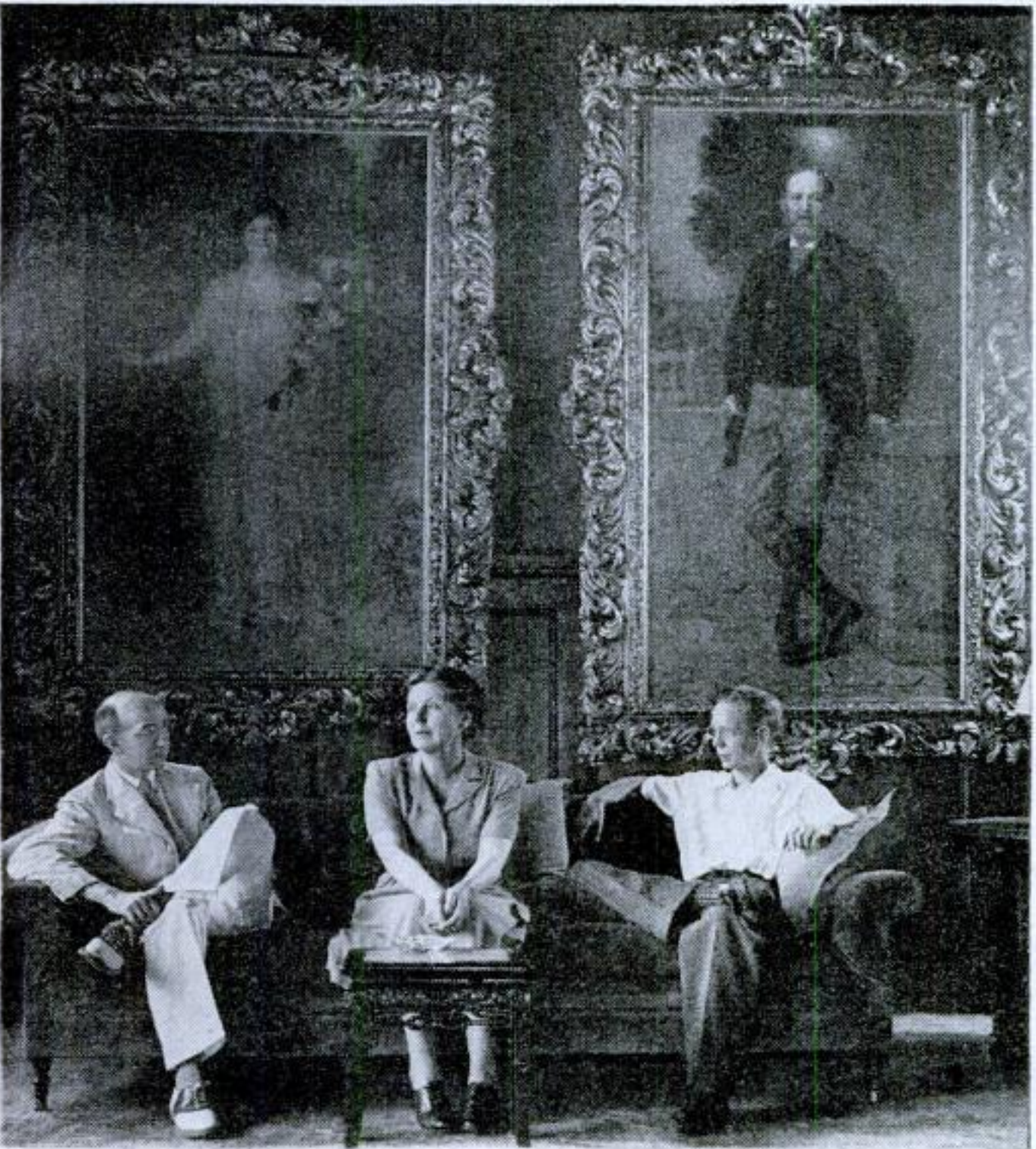
THE MANSION AT YADDO is a turreted, gray-stone pile typical of ugly Victorian Gothic homes built by late-19th Century landowners of New York.

Life Visits Yaddo

In a fabulous summer colony, writers, composers and artists work and live, board and rent free

Every summer, small patches of select and serious U.S. writers, artists and composers journey to Saratoga Springs in upstate New York to an ugly and elegant 55-room Victorian Gothic mansion named Yaddo. In the mansion's elaborate rooms, or among the marble statues in the rose garden, or beside the estate's four lakes, the guests work and live with rent and board free. To Yaddo have come such highly-respected creative artists as James T. Farrell, Katherine Anne Porter, Malcolm Cowley, Aaron Copland, who, like all Yaddo visitors, were first recommended by leaders in their field, then finally chosen by Yaddo's advisers.

Yaddo was the home of a turn-of-the-century *grande dame* named Katrina Nichols Trask Peabody, whose first husband was the wealthy banker Spencer Trask, and whose second was the wealthy philanthropist and educator, George Foster Peabody. "Lady Katrina" was a generous, romantic patron of the arts and letters. Before she died, she made her home a place where creative talent could live for a while unworried by the need to make a living. Guests at Yaddo come through the summer in groups of about 20, usually stay one or two months. Only rule imposed on them is that they not disturb each other. Some spend all day toiling at desk or easel. Others just sit or walk around, gestating in Yaddo's plush grandeur ideas which they will set down later.



EXECUTIVE DIRECTOR Elizabeth Ames sits with Directors Newton Arvin (left) and Granville Hicks under portraits of Katrina and her first husband.



YADDO GUESTS include Author Clara Stillman (above), who likes to play Chopin records under a huge spruce while working on composer's biography, and Artist Esther Rolick (below), who studies flowers and twigs minutely in order to paint landscapes like the one of Yaddo on the wall.



SKOL TAN

K keeps her

O n the

L ovely side



Sun worshippers! Cast the spell of your SKOL Tan on all who see you this summer... use SKOL! Become gloriously SKOL Tanned, *quickly!* With SKOL you acquire your golden-bronze SKOL Tan not in tedious weeks of building up a tan—but in a few days.

SKOL, unlike many other preparations, is *not oily...not sticky*. It disappears when rubbed on skin. Get a bottle of SKOL today.

SKOL COMPANY, INC., New York, N. Y.



SKOL acts as a protecting filter. Screens out the sun's burning rays... lets the beneficial rays come through to give you a glorious SKOL Tan. Apply frequently as directed.

SKOL

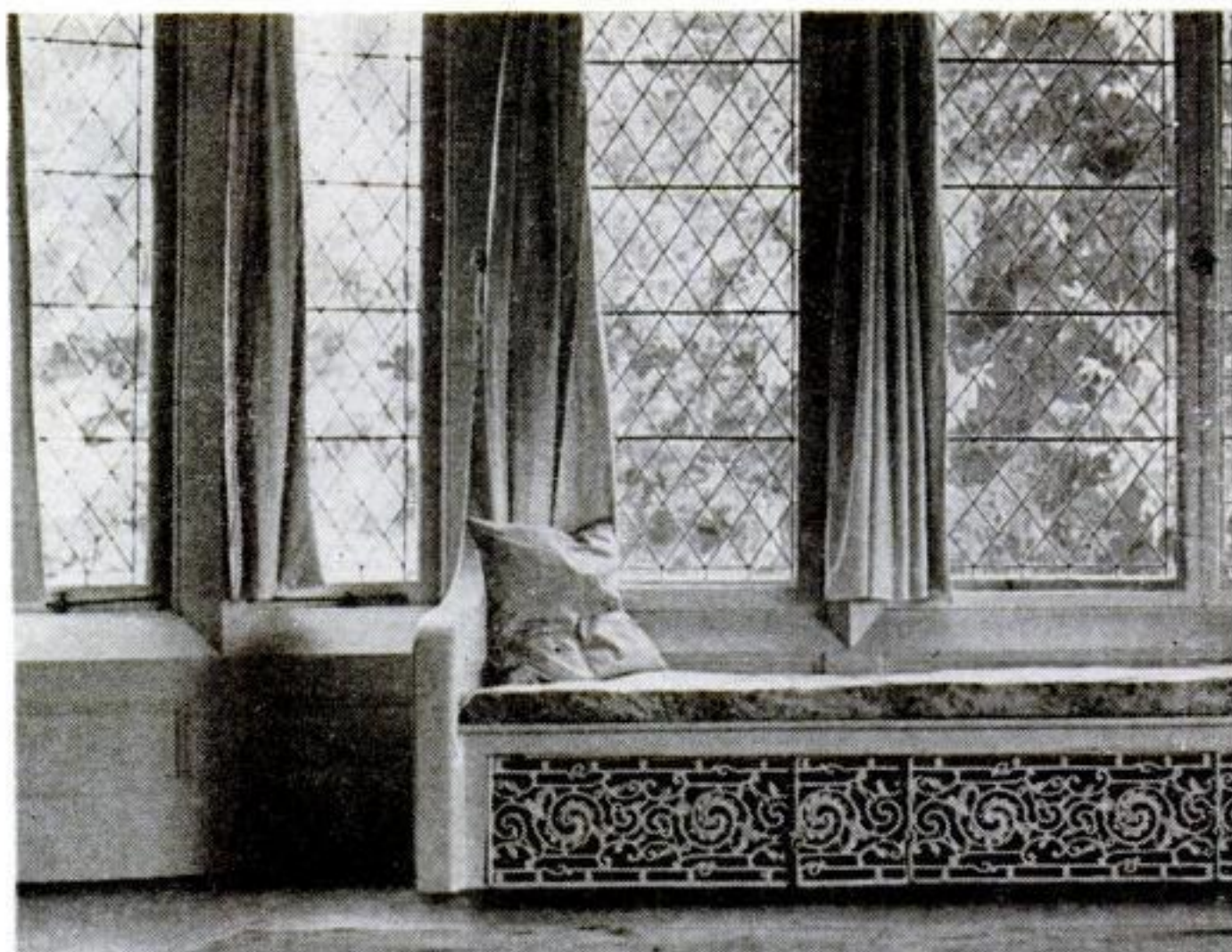
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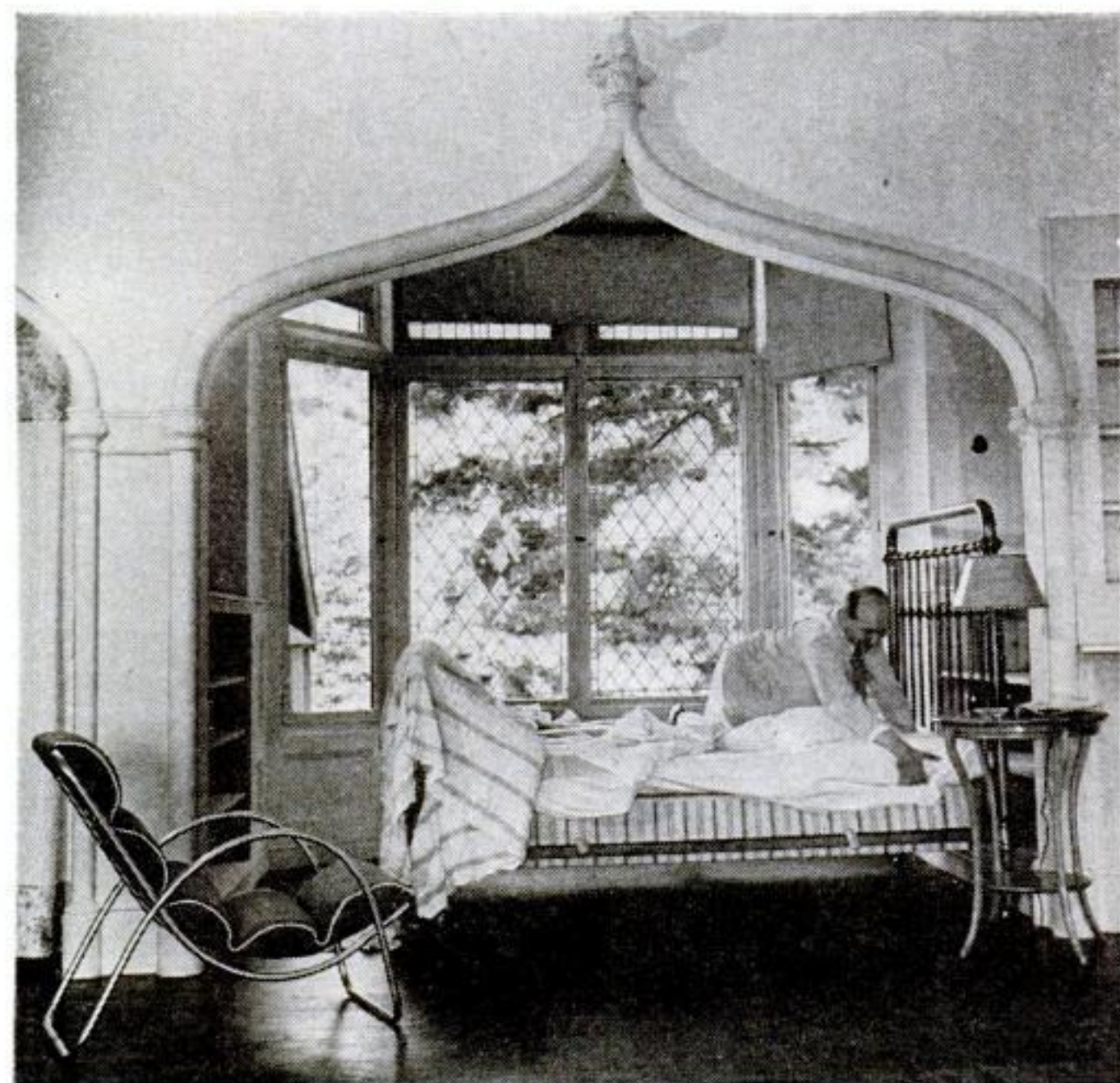
LOTION



Yaddo CONTINUED



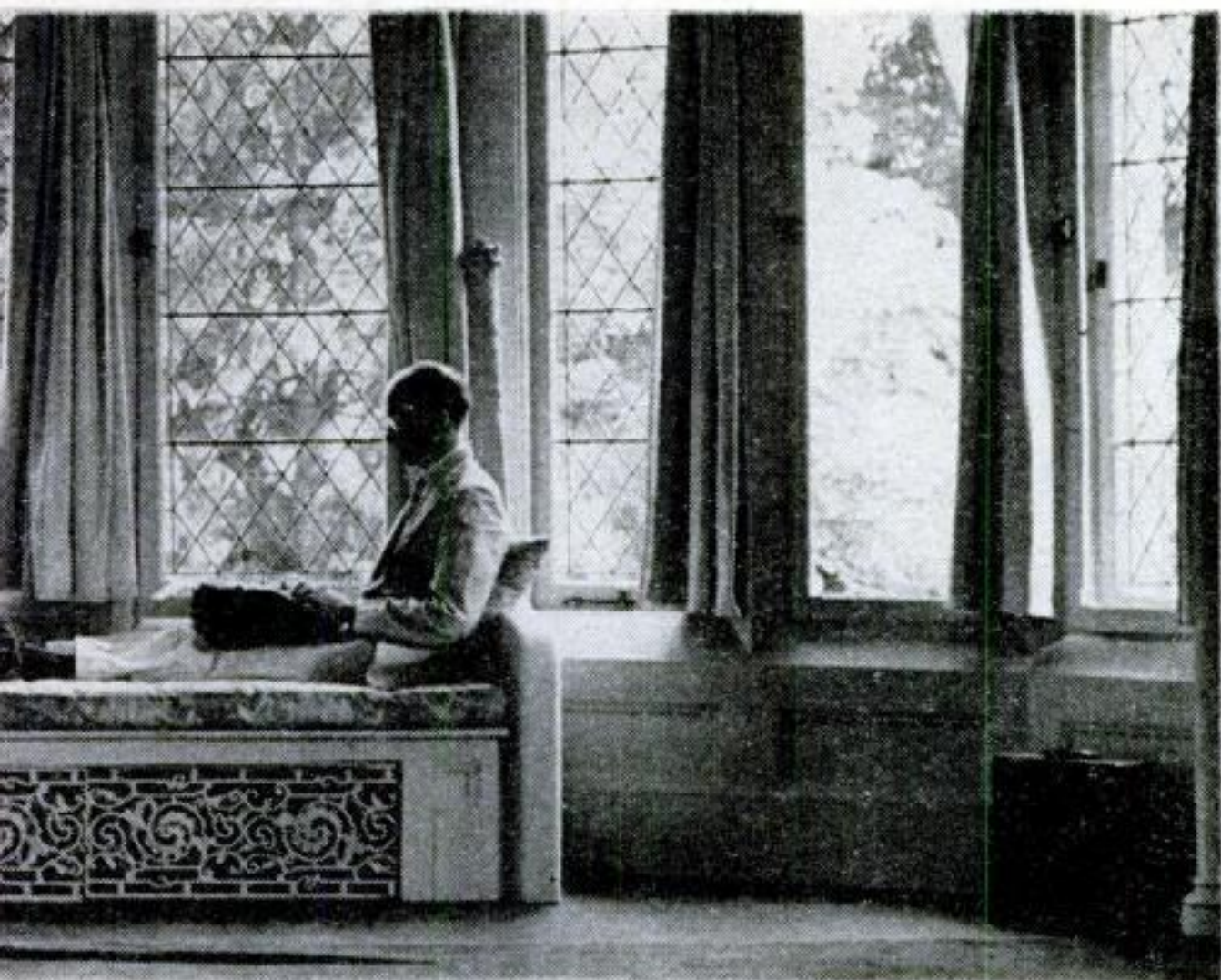
IN A MULLIONED BAY of what was once the boudoir of Lady Katrina, and is now a study for Yaddo authors, Newton Arvin props himself up on long



BED-MAKING, here demonstrated by Author Arvin, is sometimes done by Yaddo guests because servant problem has cut original staff of 20 down to 5.



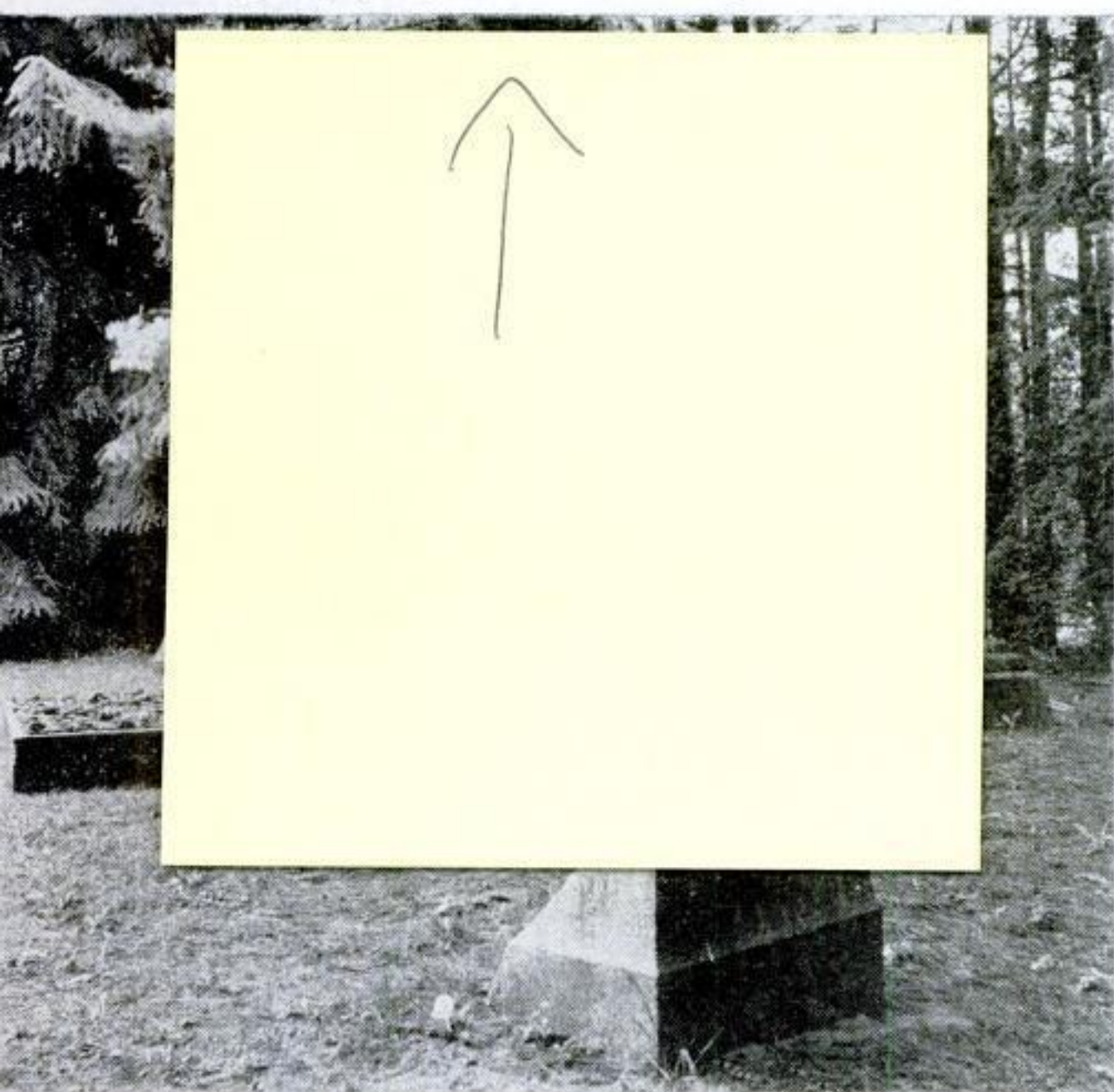
STROLLING GUESTS like authors Jerre Mangione and Granville Hicks are discouraged from dropping in on other guests in studios before 4:30 p.m.



Window seat with a portable typewriter on his knees. Arvin is a director of Yaddo, a professor of English literature at Smith and a biographer of Hawthorne.



IN THE TOWER ROOM, once the secret hideaway of founder, Lady Katrina, who wrote poetry, young Author Truman Capote writes his first novel.



YADDO'S FOUNDERS are buried on estate's highest hill. Katrina's carved edger stone is in center, flanked by two smaller stones for her husbands.

When you need it most
...there's Quick Comfort
...in a glass of

Good TENDER LEAF TEA

Start your own personal "cool wave"... make yourself some iced Tender Leaf Brand Tea. Here's a frosty glass of "quick comfort." Here's tea flavor so rich and robust it comes right through the ice. Now that it's iced tea season, be sure to buy the half-pound package. Less risk of running short.

1/2 LB. NET WT.
TENDER LEAF TEA
BRAND
Orange Pekoe and Pekoe
BLACK TEA



An Amazing Improvement!

RAY-O-VAC
Leakproof

FLASHLIGHT BATTERIES

Stay Fresh
FOR YEARS

They Need No Dating

RAY-O-VAC COMPANY, MADISON 4, WISCONSIN

MISCELLANY



SNAGGLE-TOOTHED SOW NAMED LADY WALLOWS IN A DRIED-UP MUD-PUDDLE.

FOUR FAT, LAZY PIGS

Iowa farm woman's fine litter of swine, raised as pets, reaches indolent, carefree middle age.



...OLE. SHE IS THE LAZIEST OF MISS LENNINGER'S FOUR BIG, LAZY PIGS

The happy pig above is one of four pet hogs owned by Lois Lenninger, a well-to-do spinster of Sigourney, Iowa. In 1938, when her pigs were two days old, Miss Lenninger thought that they "looked cuddly," took them into her home, fed them on a choice diet of rich Guernsey milk, round oats and cabbage, swore never to kill them. She taught one a lumbering jig, another to waddle along on the round of chores and a third to lift its snout to be kissed. Now middle-aged for pigs, the four together weigh two tons, are too fat and lazy to do any tricks. Only one of them (*next page*) was spry enough even to chase a photographer.

CONTINUED ON NEXT PAGE

Men who *KNOW*, buy *Reliance* **BIG YANKS**

... Famous for Long Wear,
Good Looks, Honest Value!



CHECK THESE GREAT FEATURES!

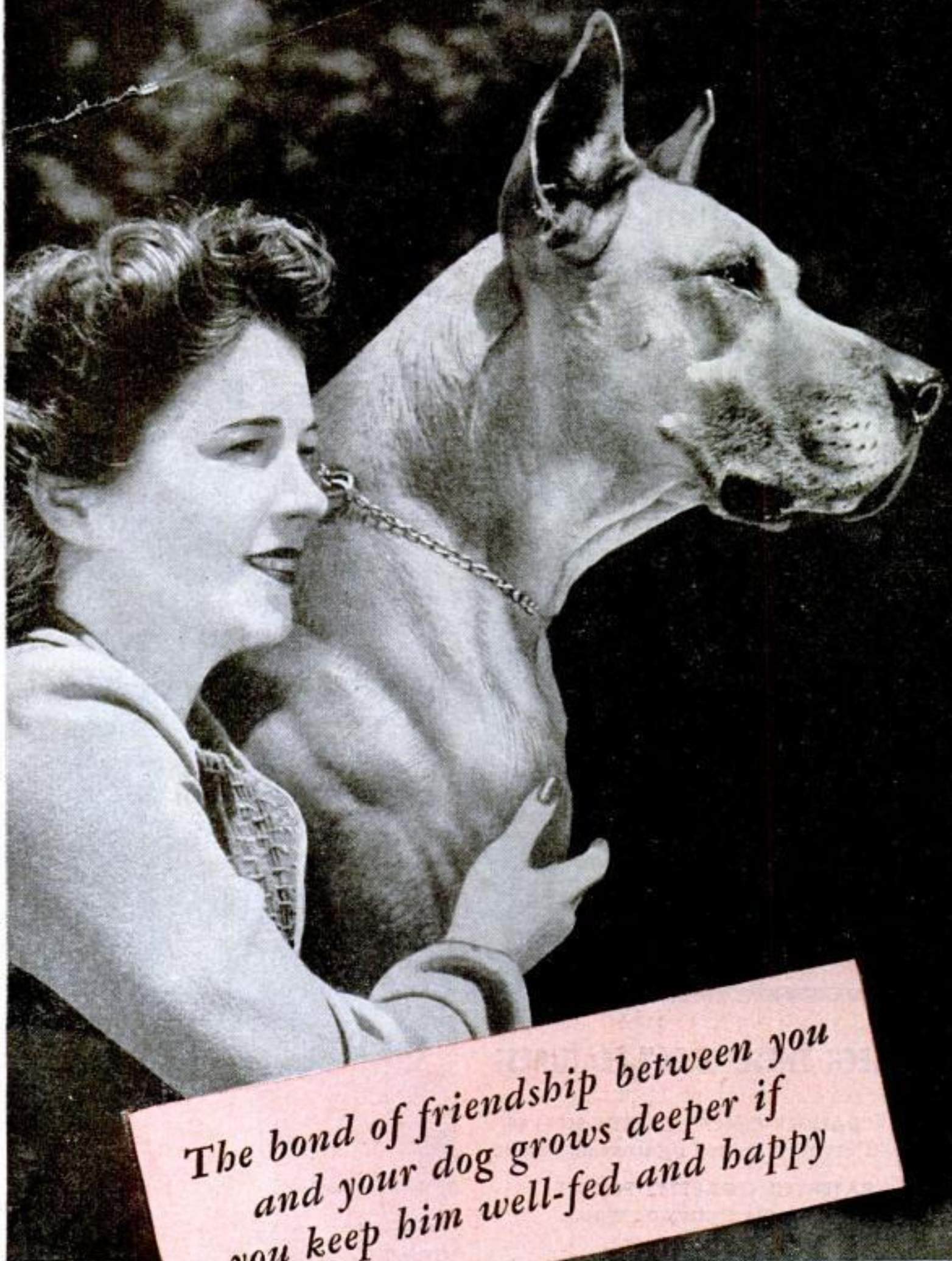
- ✓ "DANGER-CHECK" SAFETY SLEEVES
Patented; guard against accidents
- ✓ PATENTED CIGARETTE POCKET
Protects cigarettes or watch
- ✓ REINFORCED CROTCH
For comfort, durability
- ✓ PATENTED "ELBOW-ACTION" DESIGN
Allows full elbow freedom
- ✓ THREAD-RIVETED NON-RIP SEAMS
Extra strong for extra wear
- ✓ PATENTED STRAINPROOF YOKE
Adds 50% greater strength
- ✓ SANFORIZED WASHABLE FABRIC
Shrinkage less than 1%

● When buying work-wear, men who *know* rely on Reliance Big Yanks! *In fact, independent survey shows more men buy Big Yank Work Shirts than any other single brand, bar none!* Smartly-styled Big Yanks wear longer, give extra comfort, outstanding value! Featured in limited quantities at leading stores everywhere ... in sturdy twills, coverts and jeans. Reliance Manufacturing Co., 212 W. Monroe St., Chicago 6; 200 Fifth Ave., New York 10.

Look for
this Label!



Pard made a pard of my dog.



Meat Proteins are the Natural Food for Your Dog. The Meat Proteins in Pard are top quality —exceedingly rich in nutritional value.

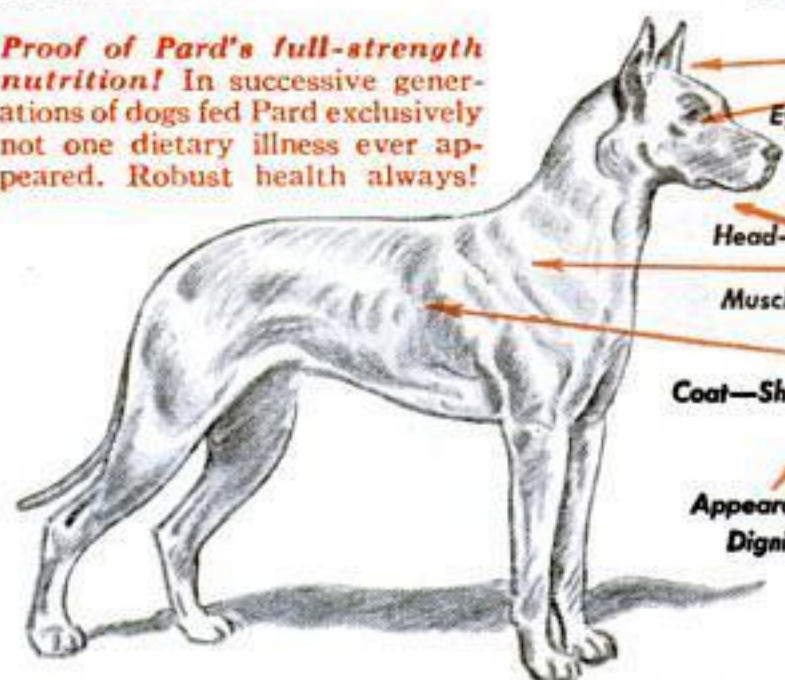
You'll know by his dancing eagerness, bright eyes and happy wagging tail that he's in top condition . . . ready to play . . . all set to be your pard-ner. All these things and more

will reaffirm the wisdom of your choice when you feed him Pard. For Pard provides meat proteins of the same high nutritional value as those of the fresh product—plus essential vitamins and minerals—nutritionally correct, as proved by actual feeding to generation after generation of dogs. *No additional meat is ever needed!*

Feed your dog Pard for 10 days and notice the eagerness and appetite he displays. Witness his strength, stamina and pep—his *overall* happiness. Ask your dealer for Pard. It's the "square meal" for your dog!

Pard's Balanced Nutrition Builds Health at Every Vital Point

Proof of Pard's full-strength nutrition! In successive generations of dogs fed Pard exclusively not one dietary illness ever appeared. Robust health always!



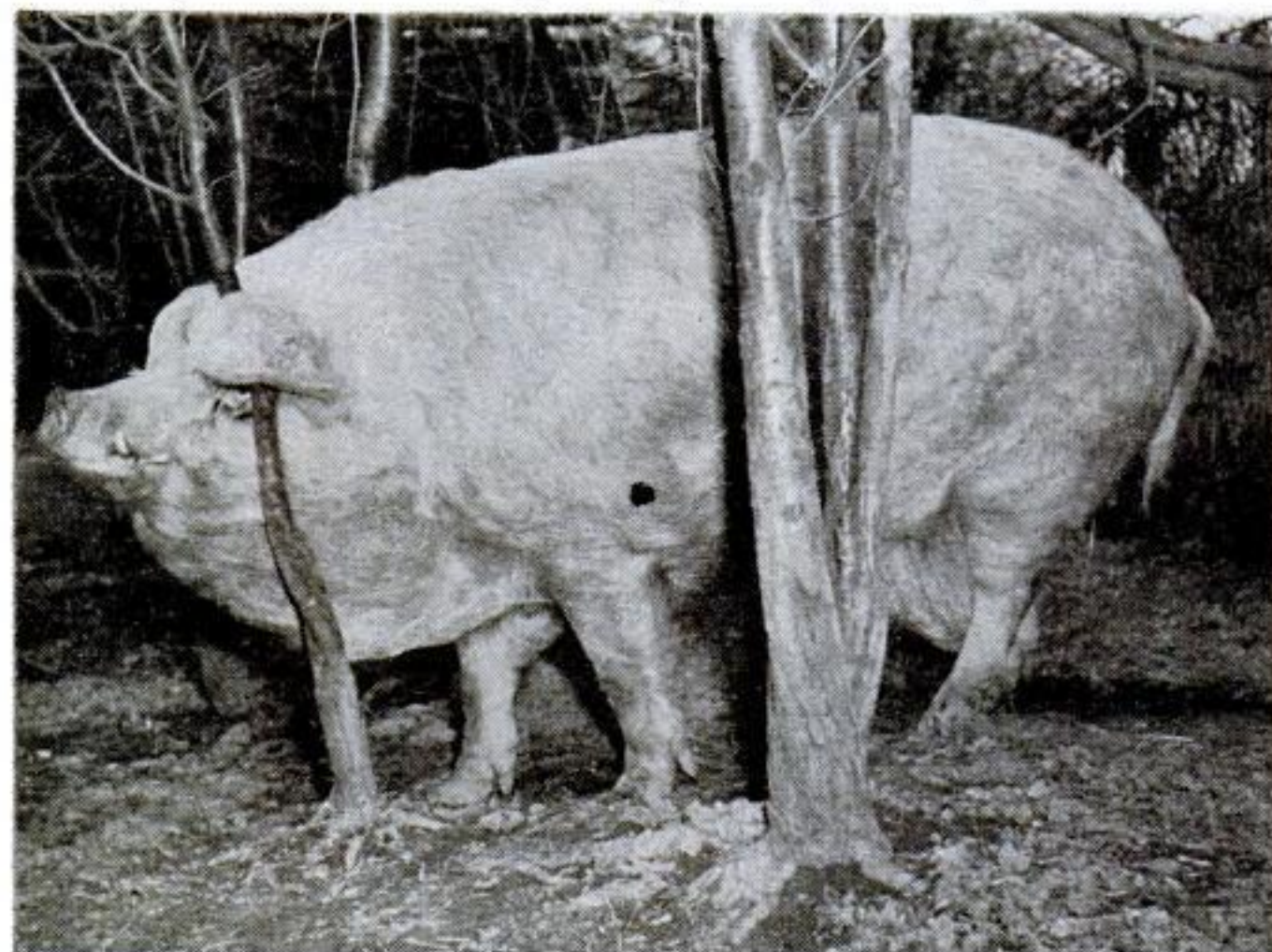
- Ears—High set
- Eyes—Medium size
- Head—Distinguished
- Muscles—Powerful
- Coat—Short, thick
- Appearance—Dignified



Fat Pigs CONTINUED



MISS LENNINGER'S FAVORITE is Sonny, who is camera shy and heaviest of the four at 1,200 pounds. He is getting too old and fat to follow owner around any more. Miss Lenninger's biggest worry is that pets will catch flu.



SONNY SCRATCHES BACK after chasing Photographer Mark Kauffman around pen. Pigs rarely live longer than 30 years. Average U.S. pig is slaughtered at age of eight months. Lenninger hogs would now be good only for sausage.

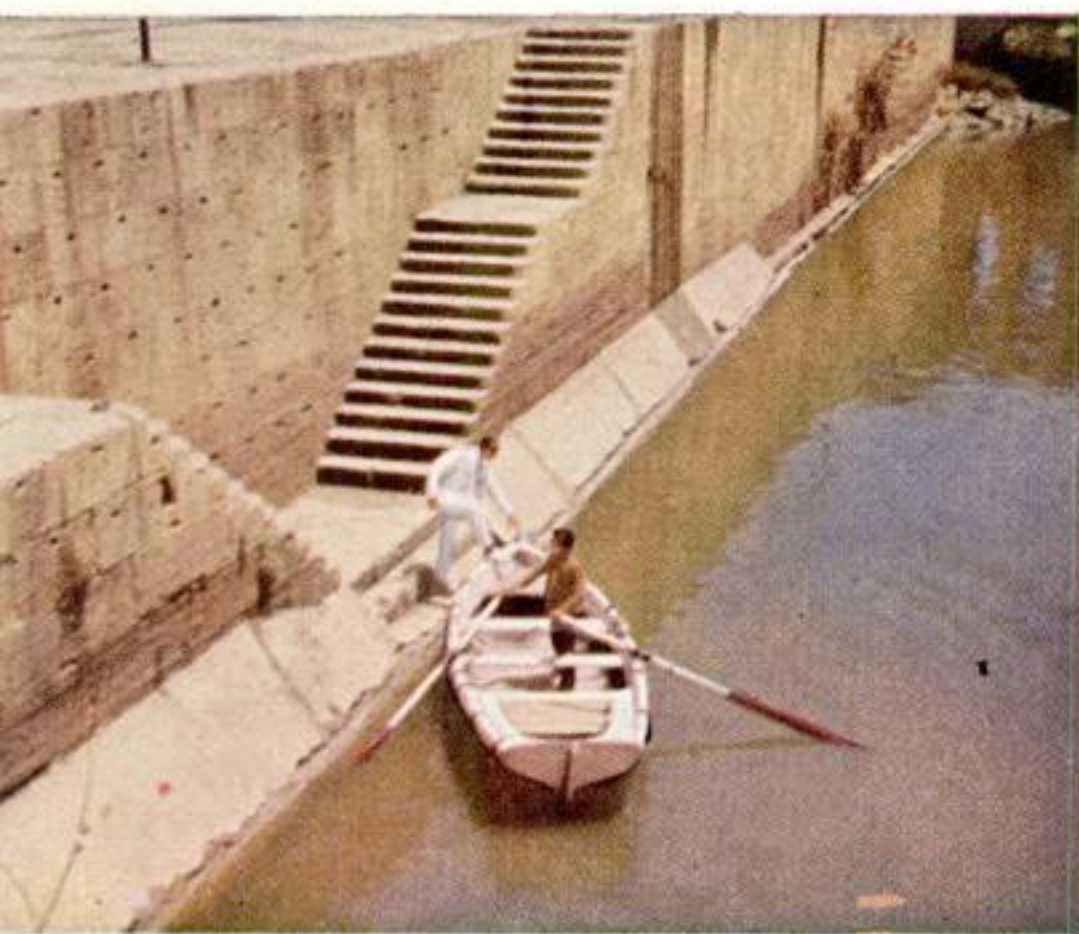


BUSTER'S FRONT LEGS always buckle now although he could dance a little when he was younger. He pushes himself around in this position, jowls on the ground. Fourth pet pig is Dolly, who no longer puts on the kissing act.

Surprises in SPAIN



1 "The Moorish beauty of Sevilla's renowned Alcazar had me under its spell," relates a friend of Canadian Club Whisky, "when suddenly just behind me there swelled a riot of music as fierce as the original occupants of this historic castle. A Moorish battle song! So I was told by the player—a prince (no less!) of a gypsy tribe. Could I visit them? Sure—



2 "Getting to the camp entailed a trip by smallboat across the teeming Guadalquivir. The landing platform we left from is one you've seen a hundred times in geography books. Columbus moored right here.



3 "At the encampment, custom required that I have my palm read. 'You are about to have a great experience,' I was told. Expressing doubt as I left, I let myself in for a lecture on the folly of flaunting the fates.



4 "I couldn't help recalling, then, the stories a traveler had told me when his Clipper and mine crossed in Bermuda—stories of predictions made by Spanish gypsies. Well, *my* gypsy was right on the beam...



5 "For the very day of the palm-reading, I was unexpectedly treated by a real and very affable Spanish marquis to a whisky whose unmistakable flavor has made it the toast of royal hosts back home. *Canadian Club!*"

Even these days travelers tell of being offered Canadian Club all over the earth—often from a cherished pre-war supply.

And why this whisky's worldwide popularity? Canadian Club is *light* as scotch, *rich* as rye, *satisfying* as bourbon—yet there is no other whisky in all the world that tastes like Canadian Club. You can stay with Canadian Club all evening long—in cocktails before dinner and tall ones after. That's why Canadian Club is the largest-selling imported whisky in the United States.

IN 87 LANDS NO OTHER WHISKY TASTES LIKE

"Canadian Club"



Imported from Walkerville, Canada, by Hiram Walker & Sons Inc., Peoria, Ill. Blended Canadian Whisky. 90.4 proof

QUALITY OF PRODUCT
IS ESSENTIAL TO
CONTINUING SUCCESS

L.S./M.F.T.

LUCKY STRIKE
Means Fine Tobacco

**... and in a Cigarette
it's the Tobacco that counts**

Yes, L.S./M.F.T.

